

Microwaves in France

December 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Decline in sales against background of intense competition and limited innovation

Sales fall before anticipated recovery

Retailing channels continue to develop the microwave market

PROSPECTS AND OPPORTUNITIES

High penetration rate suggests limited opportunities for volume growth

Built-in models set to cannibalise freestanding ones

Repairability index extends to microwaves, as ADEME promotes correct usage and maintenance to extend lifespan of products

CATEGORY DATA

Table 1 - Sales of Microwaves by Category: Volume 2018-2023

Table 2 - Sales of Microwaves by Category: Value 2018-2023

Table 3 - Sales of Microwaves by Category: % Volume Growth 2018-2023

Table 4 - Sales of Microwaves by Category: % Value Growth 2018-2023

Table 5 - Sales of Microwaves by Smart Appliances: % Volume 2019-2023

Table 6 - NBO Company Shares of Microwaves: % Volume 2019-2023

Table 7 - LBN Brand Shares of Microwaves: % Volume 2020-2023

Table 8 - Distribution of Microwaves by Format: % Volume 2018-2023

Table 9 - Production of Microwaves: Total Volume 2018-2023

Table 10 - Forecast Sales of Microwaves by Category: Volume 2023-2028

Table 11 - Forecast Sales of Microwaves by Category: Value 2023-2028

Table 12 - Forecast Sales of Microwaves by Category: % Volume Growth 2023-2028

Table 13 - Forecast Sales of Microwaves by Category: % Value Growth 2023-2028

Consumer Appliances in France - Industry Overview

EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

Table 14 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 15 - Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

Table 16 - Sales of Consumer Appliances by Category: Volume 2018-2023

Table 17 - Sales of Consumer Appliances by Category: Value 2018-2023

Table 18 - Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

Table 19 - Sales of Consumer Appliances by Category: % Value Growth 2018-2023

Table 20 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023

Table 21 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023

Table 22 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023

Table 23 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023

Table 24 - Sales of Small Appliances by Category: Volume 2018-2023

Table 25 - Sales of Small Appliances by Category: Value 2018-2023

Table 26 - Sales of Small Appliances by Category: % Volume Growth 2018-2023

Table 27 - Sales of Small Appliances by Category: % Value Growth 2018-2023

Table 28 - NBO Company Shares of Major Appliances: % Volume 2019-2023

Table 29 - LBN Brand Shares of Major Appliances: % Volume 2020-2023

Table 30 - NBO Company Shares of Small Appliances: % Volume 2019-2023

Table 31 - LBN Brand Shares of Small Appliances: % Volume 2020-2023

Table 32 - Distribution of Major Appliances by Format: % Volume 2018-2023

Table 33 - Distribution of Small Appliances by Format: % Volume 2018-2023

Table 34 - Forecast Sales of Consumer Appliances by Category: Volume 2023-2028

Table 35 - Forecast Sales of Consumer Appliances by Category: Value 2023-2028

Table 36 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028

Table 37 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028

Table 38 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028

Table 39 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028

Table 40 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028

Table 41 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028

Table 42 - Forecast Sales of Small Appliances by Category: Volume 2023-2028

Table 43 - Forecast Sales of Small Appliances by Category: Value 2023-2028

Table 44 - Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028

Table 45 - Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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