

Microwaves in Romania

December 2022

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2022 DEVELOPMENTS

Demand for microwaves declines due to widely held perception that microwaved food is unhealthy

Added features mean microwaves increasingly competing directly with ovens

Inflationary pressures contribute to strong value increase

PROSPECTS AND OPPORTUNITIES

Microwaves set to register declining sales due to high penetration and saturation

The advent of connected microwaves set to support sales growth

E-commerce set to continue to grow in importance for the retail distribution of microwaves

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