

Microwaves in Russia

November 2021

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KEY DATA FINDINGS

2021 DEVELOPMENTS

Pandemic restrictions continue to support strong growth in demand
Difficult economic conditions drive shift to cheaper, more basic models
Dominance of more affordable freestanding models deepens

PROSPECTS AND OPPORTUNITIES

Demand growth will slow but remain robust due to the affordability of microwaves and increased demand for convenience
E-commerce set to remain dominant, as local consumers grow increasingly comfortable shopping online
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