



Microwaves in the United Kingdom

January 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Microwaves navigates mixed fortunes in 2025

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Built-in microwaves drives growth as consumers look for premium features

Chart 2 - Analyst Insight

Smart and AI-powered microwaves drive premiumisation and innovation

Chart 3 - Samsung's Smart Freestanding Microwave

WHAT'S NEXT?

Growth likely to be driven by rising incomes and multifunctionality

Freestanding microwaves will remain dominant, but built-in anticipated to gain traction

AI and personalisation anticipated to redefine microwaves

COMPETITIVE LANDSCAPE

Panasonic and Sharp maintain their lead with wide availability

New entrants and steady income growth present business opportunities

CHANNELS

Dominance of retail e-commerce continues

Growth is seen for builder merchants, while some offline channels remain significant

PRODUCTS

Customisation drives sales of microwaves

Chart 4 - Swan's Nordic Digital Microwave Maintains its Popularity

Players in microwaves embrace multifunctionality to compete

Chart 5 - Daewoo's 5-in-1 Air Fryer Microwave

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Consumer Appliances in the United Kingdom - Industry Overview

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