



Microwaves in the US

November 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Despite volume decline, value growth is driven by premiumisation and multifunctionality

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Segmented consumer focus driven by budget-conscious consumers

Chart 2 - GE Provides Value Offerings as Consumers Pivot Towards Wallet Conservatism

Chart 3 - Analyst Insight

Premiumisation offers advanced features and technology

Chart 4 - Breville's Combi 3 in 1 Highlights a Premium Multifunctional Offering

WHAT'S NEXT?

Manufacturers emphasise efficiency to reduce running costs

Smart microwave formats growing in appeal amongst US consumers

Trade policy changes and supply chain disruptions pose major threats

COMPETITIVE LANDSCAPE

Haier Group and Sharp Electronics maintain lead through diverse offerings

Segmented consumer offerings support leading companies' positions

CHANNELS

Retail e-commerce leads distribution due to convenience and competitive pricing

PRODUCTS

Panasonic drives multifunctionality with innovative microwave designs

Chart 5 - Panasonic's HomeChef Microwave Promises a Variety of Functions in One Appliance

COUNTRY REPORTS DISCLAIMER

[Consumer Appliances in the US - Industry Overview](#)

EXECUTIVE SUMMARY

Economic pressures reshape consumer appliances in the US

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Tariffs and consumer behaviour shape market dynamics

Economic pressures drive product segmentation

Chart 7 - Midea's U-Shaped Air Conditioner Aims at Affordability and Innovation

Continued demand for refrigeration appliances despite decline

WHAT'S NEXT?

Economic pressures and rising price sensitivity will reshape purchasing patterns

Consumers replace rather than repair appliances as durability declines

Rising energy efficiency drives stronger competition between heat pumps and air conditioners

Chart 8 - Analyst Insight

Chart 9 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Leading brands maintain positions through diversified portfolios

Emerging players and innovation drive market dynamics

CHANNELS

E-commerce gains share as consumers prioritise convenience

Specialists appreciated for in-store advice

Small appliances thrive in e-commerce with diverse offerings

PRODUCTS

Multifunctionality and compact design drive innovation

Chart 10 - Air Fryers Increasing Functionality by Adding Self-Cleaning Capabilities

Health and wellness focus influences product development

Chart 11 - The Ninja Detect Blender Combines Smart Features and Multifunctionality

ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030

Chart 13 - PEST Analysis in the US 2025

CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in the US 2025

Chart 15 - Consumer Landscape in the US 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/microwaves-in-the-us/report.