



Microwaves in France

February 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Mature market faces pressure from multifunctional alternatives and cautious consumer spending

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Consumers delay replacement purchases due to economic uncertainty

Freestanding models dominate due to flexibility and convenience

Air fryers pose a significant threat to microwave sales

Chart 3 - A Mature Category of Microwaves

WHAT'S NEXT?

Consumers continue to delay replacement purchases due to economic uncertainty

Freestanding models remain dominant despite built-in growth

Competition from air fryers and multifunctional ovens to persist

COMPETITIVE LANDSCAPE

Private label leads microwaves market with competitive pricing

No major disruptions expected from mergers or new launches

CHANNELS

Appliances and electronics specialists lead microwave distribution

Retail e-commerce drives growth with competitive pricing

No new retail concepts or collaborations emerge

PRODUCTS

Economic factors and competition limit microwaves growth

Flexibility and convenience drive freestanding microwave sales

Modest recovery forecast with built-in microwaves leading growth

COUNTRY REPORTS DISCLAIMER

Consumer Appliances in France - Industry Overview

EXECUTIVE SUMMARY

Small appliances drive resilience amid weak housing activity

KEY DATA FINDINGS

Chart 4 - Key Trends 2025

Chart 5 - Analyst Insight

INDUSTRY PERFORMANCE

Sluggish housing market constrains major appliances demand

Large cooking appliances retain leading position

Multifunctionality supports growth in small appliances

WHAT'S NEXT?

Rising incomes and urbanisation drive consumer appliances growth

Large cooking appliances maintain dominance through built-in trends

Sustainability and multifunctionality drive future growth and innovation

Chart 6 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Seb and BSH dominate market with diverse product portfolios

SharkNinja's innovation strategy strengthens its position in small appliances

Chart 7 - Kärcher Launches a 3-in-1 Vacuum Cleaner

CHANNELS

Appliance specialists and online retailers drive sales growth

Retail e-commerce gains traction through competitive pricing

No new retail concepts or collaborations expected in 2026

PRODUCTS

Private label ranges and premiumisation drive product innovation

Emerging brands accelerate adoption of multifunctional solutions

Innovation supports growth despite economic pressures

Chart 8 - Private Label Brands Thrive During Sluggish Economic Conditions

Chart 9 - Innovation in Beauty Appliances

ECONOMIC CONTEXT

Chart 10 - Real GDP Growth and Inflation 2020-2030

Chart 11 - PEST Analysis in France 2025

CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in France 2025

Chart 13 - Consumer Landscape in France 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-france/report.