



# Microwaves in Germany

February 2026

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Growth in microwaves is sustained by innovation and premiumisation amid maturity

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Premiumisation drives value growth despite volume decline

Freestanding microwaves continues to dominate, but built-in microwaves performs better

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Freestanding microwaves will remain dominant, but built-in models set to see growth

Sustainability expected to shape business strategies

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Leading brands maintain dominance through innovation and partnerships

Opportunities by focusing on built-in and premium models

#### CHANNELS

Appliances and electronics specialists drives offline sales, but omnichannel rising

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[Consumer Appliances in Germany - Industry Overview](#)

### EXECUTIVE SUMMARY

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### KEY DATA FINDINGS

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