



# 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

### COUNTRY REPORTS DISCLAIMER

Consumer Appliances in the United Kingdom - Industry Overview

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