



Euromonitor  
International

# Microwaves in Romania

February 2026

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## Microwaves in Romania - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Premium and built-in models support value growth despite volume decline

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

#### INDUSTRY PERFORMANCE

Smart and premium features drive sales despite decline

Freestanding microwaves dominate the market

Premium built-in models show resilience

#### WHAT'S NEXT?

Premium and multi-functional designs to drive sales

Freestanding microwaves to remain dominant but decline

Energy-efficient models to drive growth in premium segment

#### COMPETITIVE LANDSCAPE

Samsung maintains lead as microwaves market remains concentrated

No significant mergers or acquisitions or new launches anticipated

#### CHANNELS

Chained electronics specialists dominate microwave sales

Pure-play online retailers gain ground with operational optimisation

Retail e-commerce plays significant role with competitive pricing

#### PRODUCTS

Multi-functionality drives microwave innovation with advanced features

Premium and multi-functional models to drive future sales

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Chart 4 - Gorenje Launched Ora-Ito, a Versatile and User-Friendly Microwave

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Demand for energy-efficient and smart appliances supports market resilience

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#### INDUSTRY PERFORMANCE

Samsung and De'Longhi drive premium sales with innovative products

Refrigeration appliances remain largest, air conditioners drive growth

Smart and AI-powered appliances lead innovation

Chart 8 - Samsung Launches Bespoke AI in Romania

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#### WHAT'S NEXT?

Sustainability and smart features drive consumer appliance growth  
Air conditioners and smart appliances lead growth with innovative features  
E-commerce and premiumisation to shape business strategies  
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## COMPETITIVE LANDSCAPE

Beko Corp maintains its position amongst leading companies with strong brand portfolio  
Opportunities emerge from technological advancements and consumer trends

## CHANNELS

Appliances and electronics specialists lead offline sales  
Retail e-commerce gains traction with omnichannel retailers  
Emerging trends and future outlook

## PRODUCTS

Smart and AI-powered features drive innovation  
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