



**Euromonitor
International**

Microwaves in China

January 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Premiumisation and multifunctionality shape microwaves amidst volume dip

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Although economic slowdown drives volume decline, multifunctionality is important

Freestanding microwaves dominates

Technological advancements fuel growth for high-end models

Chart 2 - Midea Launches its Little Taste Retro Multifunction Microwave

WHAT'S NEXT?

Microwaves expected to decline, with affordable products likely to maintain dominance

Built-in microwaves to remain a niche despite growing demand for premium features

Intelligence and multifunctionality to drive innovation and growth

COMPETITIVE LANDSCAPE

Midea and Galanz maintain dominance through competitive pricing

Chart 3 - Analyst Insight

New entrants capitalise on premium and multifunctional trends

CHANNELS

Retail e-commerce dominates microwaves with competitive pricing

Offline retailers still have their place, often for sales of premium products

PRODUCTS

Galanz drives innovation with design and technology

Chart 4 - Galanz Expands Retro Microwave Line to Capture Young Consumers' Aesthetic Preferences

Xiaomi targets those on a budget with a stylish, reliable microwave model

Chart 5 - Xiaomi Launches Mijia 20l Energy-Saving Microwave with "Back to Basics" Design

COUNTRY REPORTS DISCLAIMER

Consumer Appliances in China - Industry Overview

EXECUTIVE SUMMARY

Consumer appliances navigates headwinds with AI, functionality, and value-driven growth

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Government subsidies drive sales despite economic challenges

Personal care appliances leads volume sales, with growth driven by high-speed hair dryers

Smart and AI-powered appliances revolutionise consumer appliances

Chart 7 - Haier's AI Eyes and Uhome Bring Vision and Intelligence to Everyday Appliances

WHAT'S NEXT?

Companies implement different strategies to avoid the anticipated volume decline

Personal care appliances will continue to dominate, and dishwashers set to perform well

AI's evolution from gimmick to essential utility and embodied intelligence

Consumer rationalisation and the rise of niche appliances

Chart 8 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Midea, Haier and Gree lead with scale and innovation

Innovation and ecosystems reshape the competition in consumer appliances

Opportunities by leveraging core capabilities and adopting consumer-first strategies

Haier's "listening marketing" revolutionises research and development through co-creation

Chart 9 - "Listening Marketing" Brings Haier Huge Success in the Multi-drum Race

CHANNELS

Retail e-commerce dominates with fast delivery and installation

Omnichannel strategies are emerging as key to success

Chart 10 - Analyst Insight

PRODUCTS

Convenience and customisation drive innovative product designs

Chart 11 - Narwal Launches Maintenance-Free Self-Filter Wet and Dry Upright Vacuum Cleaner

ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030

Chart 13 - PEST Analysis in China 2025

CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in China 2025

Chart 15 - Consumer Landscape in China 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-china/report.