

# Microwaves

## A mainstay of the kitchen

### Microwaves are an essential part of the kitchen

They provide flexibility, agility, convenience, and health benefits.

Panasonic is a leading brand in kitchen appliances and introduced its first home-use microwave back in 1966. With a longstanding history of quality products and a spirit for innovation, Panasonic wanted to understand more about consumer attitudes towards microwave ovens and the place they hold in Australian kitchens. We put the questions out to Australians and here is what we discovered.



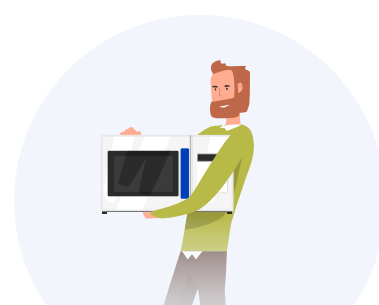
**80%**

use a microwave every day  
**39%** more than three times a day



**63%**

believe microwaves make it easy to create healthy, delicious, and perfectly cooked meals



**71%**

believe microwaves are an invaluable cooking assistant we could not live without



### Convection microwaves are a gold standard

Australians enjoy their energy efficiency, foolproof cooking and space saving



**Users agree the appliance has 'levelled up' their cooking**

**57%** claim it has changed the way they cook



**Break with tradition!**

**48%** hardly use their traditional oven since purchasing a Convection Microwave



**People would universally buy a Convection Microwave for its innovation and technology**

**46%** believe microwaves should have the most advanced features and technology



**Convection Microwaves are suitable for a broad range of lifestyles**

From the young and time-poor, to large families, retirees and older Australians



**Not onboard yet?**

**76%** of non-owners said they would consider a Convection Microwave in the future

### Fuss free and easy to use for all



Males and households with children at home are more likely to use the many different functions available in a microwave



People under 35 years old are more likely to enjoy a popcorn treat from their microwave



**77%** of Australians find the microwave to be an easy-to-use appliance



More than **80%** believe microwaves help save time in the kitchen



**73%** believe microwaves are easy to clean

### More than half of us use microwaves for non-food related activities:

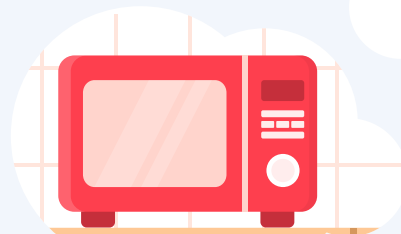
Heating therapeutic pillows – **28%**

Disinfecting kitchen items – **23%**

Sterilising products – **19%**

Heating beauty products – **15%**

Drying herbs – **11%**



Visit [panasonic.com/au/consumer/household/microwave-ovens.html](https://panasonic.com/au/consumer/household/microwave-ovens.html) to find out more about Panasonic's microwave range.