

Refrigeration Appliances in China

Market Direction | 2022-11-21 | 42 pages | Euromonitor

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Report description:

In contrast to a year of slow positive growth in 2021, sales of refrigeration appliances are set to decline again in 2022, mainly driven by a single-digit fall in sales of freestanding fridge-freezers. As the pandemic entered its third year in China, consumer demand for refrigeration appliances had passed its peak, and turned to decline, since many families had already purchased such products to accommodate bulk-buying in the past few years. Unit prices of refrigeration appliances also continued...

Euromonitor International's Refrigeration Appliances in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Built-in Refrigeration Appliances, Electric Wine Coolers/Chillers, Freestanding Refrigeration Appliances, Freezers, Fridge Freezers, Fridges.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Refrigeration Appliances market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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