

Refrigeration Appliances in Hungary

Market Direction | 2022-12-13 | 42 pages | Euromonitor

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Report description:

Refrigeration appliances in Hungary is set to post a marginal decline in overall retail volume sales in 2022. This is primarily due to falling demand in fridge freezers, which is by far the largest of the main categories. With high inflation driving up unit prices and eroding spending power, Hungarians have generally been inclined to postpone replacing these appliances unless absolutely necessary. The potential for replacement purchases has been further reduced by the fact that many households b...

Euromonitor International's Refrigeration Appliances in Hungary 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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High inflation and housing market downturn weaken demand for fridge freezers
Preference for models with larger refrigeration volume capacity continues to grow
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MARKET INDICATORS

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