

Refrigeration Appliances in Hong Kong, China

Market Direction | 2023-01-18 | 39 pages | Euromonitor

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Report description:

With small average apartment sizes in Hong Kong, local consumers generally prefer refrigeration appliances with combined cooling and freezing functions for space-saving purposes. Thus, most households have shifted from using standalone fridges or freezers to fridge freezers, resulting in low popularity and a gradual downsizing trend for freezers. The impact of the pandemic, the "vaccine pass" measures and the social distancing rules imposed by the local government encouraged some consumers to pu...

Euromonitor International's Refrigeration Appliances in Hong Kong, 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 2018-2022, 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 2027 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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Euromonitor International
January 2023

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