

Portable Mini Fridge Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Report description:

The global portable mini fridge market size reached US\$ 1.3 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 1.7 Billion by 2028, exhibiting a growth rate (CAGR) of 4.57% during 2022-2028.

A portable mini fridge is a compact refrigerator that can be moved and carried around conveniently. It is available in various shapes, sizes and capacities and requires minimal power to operate. Mini fridges consist of a compact compressor, heat-exchanging pipes coiled outside the unit, expansion valves and refrigerant to maintain cold temperatures inside the fridge. They are usually mounted in recreational vehicles (RVs), mobile and small homes to keep the products fresh for long durations while traveling. They are also utilized for storing cosmetics and pharmaceutical drugs. As a result, portable mini fridges are widely used in vanity vans, marine cruises, leisure yachts, passenger and commercial vehicles and medical transport units.

Portable Mini Fridge Market Trends:

The increasing demand for cold storage systems in luxury vehicles across the globe is among the key factors driving the growth of the market. Moreover, the shifting consumer preference for mobile homes as an affordable alternative for first-time homeowners and frequent travelers is providing a thrust to the market growth. Portable mini fridges are used for energy-efficient cooling and maintaining the freshness of the food products on the go. In line with this, the increasing demand for high-capacity mini-fridges for storing temperature-sensitive pharmaceutical drugs with specific storage requirements is also contributing to the growth of the market. Various product innovations, such as the launch of variants with adjustable automatic battery protection systems to prevent vehicle battery rundown, are favoring the market growth. Other factors, including the increasing preference for outdoor recreational activities, such as outing, picnics, camping, trekking and adventurous road trips, along with the widespread adoption of mini fridges in premium and luxury hotels for improved customer experience, are anticipated to drive the market toward growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global portable mini fridge market report, along

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with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product type, technology, application and distribution channel.

Breakup by Product Type:

Less Than 1 cu. ft.

11.9 cu. ft.

22.9 cu. ft.

33.9 cu. ft.

45 cu. ft.

Breakup by Technology:

Compressor Refrigeration

Semiconductor Refrigeration

Breakup by Application:

Residential

Commercial

Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Specialty Stores

Retail Stores

Online Stores

Others

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

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Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being ARB USA, Danby Products Limited, Dometic Group AB, Engel Distribution Pty Ltd., Godrej Industries Limited, Haier Group Corporation, Koolatron Corporation, LG Electronics Inc., Living Direct Inc. (Ferguson plc), Panasonic Corporation, Whirlpool Corporation and Whynter LLC.

Key Questions Answered in This Report:

How has the global portable mini fridge market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global portable mini fridge market?

What are the key regional markets?

What is the breakup of the market based on the product type?

What is the breakup of the market based on the technology?

What is the breakup of the market based on the application?

What is the breakup of the market based on the distribution channel?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global portable mini fridge market and who are the key players?

What is the degree of competition in the industry?

Table of Contents:

- 1 Preface
- 2 Scope and Methodology
 - 2.1 Objectives of the Study
 - 2.2 Stakeholders
 - 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
 - 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
 - 2.5 Forecasting Methodology
- 3 Executive Summary
- 4 Introduction
 - 4.1 Overview
 - 4.2 Key Industry Trends
- 5 Global Portable Mini Fridge Market
 - 5.1 Market Overview
 - 5.2 Market Performance

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- 5.3 Impact of COVID-19
- 5.4 Market Forecast
- 6 Market Breakup by Product Type
 - 6.1 Less Than 1 cu. ft.
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
 - 6.2 11.9 cu. ft.
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
 - 6.3 22.9 cu. ft.
 - 6.3.1 Market Trends
 - 6.3.2 Market Forecast
 - 6.4 33.9 cu. ft.
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast
 - 6.5 45 cu. ft.
 - 6.5.1 Market Trends
 - 6.5.2 Market Forecast
- 7 Market Breakup by Technology
 - 7.1 Compressor Refrigeration
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
 - 7.2 Semiconductor Refrigeration
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 8 Market Breakup by Application
 - 8.1 Residential
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
 - 8.2 Commercial
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast
- 9 Market Breakup by Distribution Channel
 - 9.1 Supermarkets and Hypermarkets
 - 9.1.1 Market Trends
 - 9.1.2 Market Forecast
 - 9.2 Specialty Stores
 - 9.2.1 Market Trends
 - 9.2.2 Market Forecast
 - 9.3 Retail Stores
 - 9.3.1 Market Trends
 - 9.3.2 Market Forecast
 - 9.4 Online Stores
 - 9.4.1 Market Trends
 - 9.4.2 Market Forecast
 - 9.5 Others
 - 9.5.1 Market Trends

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9.5.2 Market Forecast

10 Market Breakup by Region

10.1 North America

10.1.1 United States

10.1.1.1 Market Trends

10.1.1.2 Market Forecast

10.1.2 Canada

10.1.2.1 Market Trends

10.1.2.2 Market Forecast

10.2 Asia-Pacific

10.2.1 China

10.2.1.1 Market Trends

10.2.1.2 Market Forecast

10.2.2 Japan

10.2.2.1 Market Trends

10.2.2.2 Market Forecast

10.2.3 India

10.2.3.1 Market Trends

10.2.3.2 Market Forecast

10.2.4 South Korea

10.2.4.1 Market Trends

10.2.4.2 Market Forecast

10.2.5 Australia

10.2.5.1 Market Trends

10.2.5.2 Market Forecast

10.2.6 Indonesia

10.2.6.1 Market Trends

10.2.6.2 Market Forecast

10.2.7 Others

10.2.7.1 Market Trends

10.2.7.2 Market Forecast

10.3 Europe

10.3.1 Germany

10.3.1.1 Market Trends

10.3.1.2 Market Forecast

10.3.2 France

10.3.2.1 Market Trends

10.3.2.2 Market Forecast

10.3.3 United Kingdom

10.3.3.1 Market Trends

10.3.3.2 Market Forecast

10.3.4 Italy

10.3.4.1 Market Trends

10.3.4.2 Market Forecast

10.3.5 Spain

10.3.5.1 Market Trends

10.3.5.2 Market Forecast

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- 10.3.6 Russia
 - 10.3.6.1 Market Trends
 - 10.3.6.2 Market Forecast
- 10.3.7 Others
 - 10.3.7.1 Market Trends
 - 10.3.7.2 Market Forecast
- 10.4 Latin America
 - 10.4.1 Brazil
 - 10.4.1.1 Market Trends
 - 10.4.1.2 Market Forecast
 - 10.4.2 Mexico
 - 10.4.2.1 Market Trends
 - 10.4.2.2 Market Forecast
 - 10.4.3 Others
 - 10.4.3.1 Market Trends
 - 10.4.3.2 Market Forecast
- 10.5 Middle East and Africa
 - 10.5.1 Market Trends
 - 10.5.2 Market Breakup by Country
 - 10.5.3 Market Forecast
- 11 SWOT Analysis
 - 11.1 Overview
 - 11.2 Strengths
 - 11.3 Weaknesses
 - 11.4 Opportunities
 - 11.5 Threats
- 12 Value Chain Analysis
- 13 Porters Five Forces Analysis
 - 13.1 Overview
 - 13.2 Bargaining Power of Buyers
 - 13.3 Bargaining Power of Suppliers
 - 13.4 Degree of Competition
 - 13.5 Threat of New Entrants
 - 13.6 Threat of Substitutes
- 14 Price Analysis
- 15 Competitive Landscape
 - 15.1 Market Structure
 - 15.2 Key Players
 - 15.3 Profiles of Key Players
 - 15.3.1 ARB USA
 - 15.3.1.1 Company Overview
 - 15.3.1.2 Product Portfolio
 - 15.3.2 Danby Products Limited
 - 15.3.2.1 Company Overview
 - 15.3.2.2 Product Portfolio
 - 15.3.3 Dometic Group AB
 - 15.3.3.1 Company Overview

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- 15.3.3.2 Product Portfolio
- 15.3.3.3 Financials
- 15.3.4 Engel Distribution Pty Ltd.
 - 15.3.4.1 Company Overview
 - 15.3.4.2 Product Portfolio
- 15.3.5 Godrej Industries Limited
 - 15.3.5.1 Company Overview
 - 15.3.5.2 Product Portfolio
 - 15.3.5.3 Financials
- 15.3.6 Haier Group Corporation
 - 15.3.6.1 Company Overview
 - 15.3.6.2 Product Portfolio
- 15.3.7 Koolatron Corporation
 - 15.3.7.1 Company Overview
 - 15.3.7.2 Product Portfolio
- 15.3.8 LG Electronics Inc.
 - 15.3.8.1 Company Overview
 - 15.3.8.2 Product Portfolio
 - 15.3.8.3 Financials
 - 15.3.8.4 SWOT Analysis
- 15.3.9 Living Direct Inc. (Ferguson plc)
 - 15.3.9.1 Company Overview
 - 15.3.9.2 Product Portfolio
- 15.3.10 Panasonic Corporation
 - 15.3.10.1 Company Overview
 - 15.3.10.2 Product Portfolio
 - 15.3.10.3 Financials
 - 15.3.10.4 SWOT Analysis
- 15.3.11 Whirlpool Corporation
 - 15.3.11.1 Company Overview
 - 15.3.11.2 Product Portfolio
 - 15.3.11.3 Financials
 - 15.3.11.4 SWOT Analysis
- 15.3.12 Whynter LLC
 - 15.3.12.1 Company Overview
 - 15.3.12.2 Product Portfolio

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