

Refrigeration Appliances in Japan

Market Direction | 2023-12-05 | 39 pages | Euromonitor

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Report description:

In Japan, more than 80% of volume sales and more than 90% of value sales within refrigeration appliances come from a single category: freestanding fridge-freezers - this is "the" refrigeration appliance in the country. Being a hot and humid country in the summer, and with consumers' desire for fresh and hygienic food, a fridge-freezer is considered a must for Japanese households.

Euromonitor International's Refrigeration Appliances in Japan 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
December 2023

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