

Refrigeration Appliances in Chile

Market Direction | 2023-12-15 | 39 pages | Euromonitor

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Report description:

After registering two consecutive years of double-digit volume growth during the pandemic, retail volume and value sales of refrigeration appliances in Chile notably declined in 2022, as local consumers changed their purchasing habits. Without access to additional finance granted by government subsidies or pension fund withdrawals, and facing an inflationary scenario, Chileans adopted a more cautious approach to acquiring large appliances.

Euromonitor International's Refrigeration Appliances in Chile 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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Players push volumes through competitive prices, while some brands follow premiumisation strategies

Chile's REP law has potential to place pressure on manufacturers and increase barrier to entry for new brands

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Positive outlook as consumers look to make replacement purchases

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