

## **Refrigeration Appliances in China**

Market Direction | 2023-11-24 | 43 pages | Euromonitor

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### **Report description:**

As the Chinese government lifted all COVID-19-related restrictions at the onset of 2023, sales of refrigeration appliances began to recover in light of the opening-up. However, this sudden change had different impacts on sales of freezers and fridge-freezers. During the pandemic, freezers, especially freestanding variants, were favoured by Chinese consumers as a necessary add-on to their home refrigeration solutions, as the looming possibility of being under lockdown pushed them to stock up on f...

Euromonitor International's Refrigeration Appliances in 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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