

## **Refrigeration Appliances in Greece**

Market Direction | 2023-12-20 | 41 pages | Euromonitor

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### **Report description:**

The government scheme, Recycle, Replace Appliances, was launched in Greece in 2022, offering up to EUR500 subsidies for replacing old refrigeration appliances by upgrading to more energy-efficient models. This scheme has contributed to huge growth in fridge freezers and in freezers, boosting retail volume to record significant increases. With the scheme running through 2023, this positively impacted sales of refrigeration appliances for the year, lending to double-digit retail volume growth.

Euromonitor International's Refrigeration Appliances in Greece 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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Trading up and rising inflation boost retail value growth in 2023

The penetration of smart and built-in appliances remains low in Greece

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