

France Household Side By Side Refrigerator - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029

Market Report | 2024-02-17 | 120 pages | Mordor Intelligence

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Report description:

The France Household Side By Side Refrigerator Market is expected to register a CAGR of 1% during the forecast period(2024-2029).

Side by side refrigerators are a popular choice for many households. Many people say that side by side refrigerator works better than other refrigerators. Side by side refrigerator is efficient, practical, and flexible for all types of households and their various needs. Side by side fridge is perfect for kitchens where space is limited as the doors need less space to be opened. It is a great option for households that have a full-size fridge but a slightly small kitchen space.

E-commerce is becoming the fastest-growing retail volume share in the market of refrigeration appliances. It is easy and convenient for consumers to choose a model online or through a showroom and then purchase it via e-commerce, especially for freestanding refrigerators. Consumers' high disposable income, penetration of smartphones, and availability of high-speed Internet will also contribute to the growth of the advanced featured refrigerator market in the region. During the review period, sales of household refrigerators via specialist distribution formats like electronics and appliance retailers and home and garden retailers tended to decrease. The market growth of refrigeration appliances is driven by the increasing preference of consumers for smart appliances, including fridges, in the home. The high disposable income of consumers, the prevalence of smartphones, and the availability of high-speed Internet will also drive the growth of refrigerators in the region.

France Household Side-by-Side Refrigerator Market Trends

E- Commerce has Positive Impact on the Market

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France is a major player in the European e-commerce market, ranking third behind Germany and the UK. In 2023, it was estimated that there were more than 51 million active e-commerce sites in the country. Over the past decade, France's e-commerce market has almost doubled in size, demonstrating both the scale and profitability of its growing business in the digital space. By 2024, user penetration on France's e-commerce platform is projected to reach 77.8%. Furthermore, the e-commerce sector is projected to experience a surge in popularity in the near future due to the widespread use of the Internet and mobile devices, technological progress, alterations in shopping habits caused by digitalization, the availability of a broad selection of products, and the variety of discounts and offers available on online shopping platforms. Additionally, the refrigerator market has been driven by improvements in after-sale services, with manufacturers collaborating with multiple companies to guarantee timely delivery and installation of the product after it has been sold online.

Growing Urbanization and Disposable Income are Driving the Market

Employment in France is projected to grow between 2023 to 2024. The number of people employed is estimated to be 28.34 million in 2024. The number of people employed has been increasing steadily in recent years. The market is projected to experience the growth in the coming years, as the majority of the urban population opts for smart kitchen appliances. Technological progress has made kitchen appliances more energy efficient, thus increasing the demand for them. Urbanization has also resulted in an increase in disposable income, which has further increased the demand for premium and luxury apartments. The changing lifestyles of the population due to increased disposable income are further contributing to the growth of the market. Product innovation and urbanization are two of the main factors that are expected to contribute to the expansion of the market. As the working population increases in urban societies, the demand for high-end kitchen appliances is expected to increase.

France Household Side-by-Side Refrigerator Industry Overview

France's household side by side refrigerator market is fragmented in nature as a large number of manufacturers are operating in this industry. Some prominent players are Bosch Group, Electrolux AB, Samsung Electronics Co. Ltd., Whirlpool Corp., LG, General Electric Co., and Haier Group Corp., among others. The key manufacturers have been adopting mergers and acquisitions and new product development strategies to strengthen their presence and distribution channels and, thereby, gain a higher market share.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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