

Refrigeration Appliances in Hong Kong, China

Market Direction | 2025-01-10 | 40 pages | Euromonitor

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Report description:

Demand for freezers and fridges in Hong Kong continues to decline significantly in 2024 due to the prevalent trend of small living spaces in the city. This is in addition to the population's preference for refrigeration appliances that have combined cooling and freezing functions, as they can free up useful living space for other appliances. This trend is being accelerated by the plateauing of Hong Kong's population as birth rates decline, while there is as an increase in local citizens emigrati...

Euromonitor International's Refrigeration Appliances in Hong Kong, 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 2020-2024, 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 2029 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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reliable information resources to help drive informed strategic planning.

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Further declines for freezers and fridges due to limited space in local homes

Fridge freezers maintains high demand

Despite prevalence of offline sales, e-commerce gains further ground

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Home integration leads to greater popularity of smart refrigeration appliances

Freestanding freezers and fridges to continue losing popularity

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