

Refrigeration Appliances in Romania

Market Direction | 2025-01-10 | 43 pages | Euromonitor

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Report description:

The year 2024 was the third consecutive year of volume sales decline for refrigeration appliances in Romania. With one of the highest inflation rates in the EU during 2023 and 2024 and consumer purchasing power in decline, Romanians have become more reluctant to spend on big ticket items, including refrigeration appliances. In addition, consumers have become more price sensitive and more inclined to purchase private label. In 2024, volume sales did not decline to the extent that was expected as...

Euromonitor International's Refrigeration Appliances in Romania 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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