

Household Refrigerators And Freezers - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 150 pages | Mordor Intelligence

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Report description:

The Household Refrigerators And Freezers Market size is estimated at USD 127.26 billion in 2025, and is expected to reach USD 161.88 billion by 2030, at a CAGR of 4.93% during the forecast period (2025-2030).

The market for household fridges and freezers is a constantly evolving and important segment of the consumer appliance industry. Appliances are essential for the preservation of food and drinks, which offer a sense of convenience and efficiency in today's homes.

Several trends and developments have occurred in the market in recent years. Due to increasing environmental awareness and the need to reduce electricity consumption, there has been a growing demand for energy-efficient refrigerators and freezers. To meet these requirements, manufacturers are focusing on developing eco-friendly refrigerants and technology and integrating smart technologies in refrigerators and freezers. Smart features such as temperature control, remote monitoring, and compatibility with virtual assistants offer convenience and enhance the user experience.

The market is marked by high competition, as numerous manufacturers offer diverse products. This competition has led to design, functionality, and feature innovations, benefiting consumers with more choices and advanced technologies.

Household Refrigerators and Freezers Market Trends

Increase in Demand for Online Sales in the Market

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- A significant increase in online sales demand, due to several factors, has taken place in the market for refrigerators and freezers. This includes a wide range of products, ease of comparing prices, convenience of buying online, and features. Due to the convenience and flexibility of purchasing household appliances such as refrigerators and freezers, consumers are increasing their use of internet shopping portals. Online retailers generally provide detailed product information, customer reviews, and comparison tools to enable consumers to make educated decisions from their homes.
- The trend is that manufacturers and retailers in the household refrigerators and freezers market are increasing their online presence, enhancing their e-commerce platforms, and offering promotions and discounts to attract online customers. Consequently, it is expected that in the years to come, online sales of household refrigerators and freezers will continue to grow. This would further shape the market's development.

North America Accounts for the Largest Market Share

- North America holds a prominent position in the household refrigerators and freezers market. It is attributed to several factors, including high disposable income, a strong emphasis on convenience and technological advancements, and a mature consumer appliance market.
- Additionally, the region's large population and high rate of urbanization contribute to the significant demand for household refrigerators and freezers. The key market players and a well-established distribution network also play a crucial role in North America's dominance in the market. Furthermore, the increasing popularity of smart home equipment and the growing adoption of energy-efficient appliances fuel the region's demand for advanced refrigerators and freezers. During the forecasting period, North America is expected to continue leading the household refrigerators and freezers market.

Household Refrigerators and Freezers Industry Overview

The household refrigerators and freezers market is fragmented with many players. Companies invest in research and development to create energy-efficient, technologically advanced, and aesthetically pleasing products. This may include features like smart connectivity, improved cooling performance, and enhanced storage options. Small companies focus on specific market segments, competing through product depth and superior customer service. The key players include Haier Group Corporation, Dacor Inc., Philips Electronics, Whirlpool Corporation, and Robert Bosch GmbH.

Additional Benefits:

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

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