

Refrigeration Appliances in Hungary

December 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Consumers shift to energy-efficient models to save costs in 2023
- Larger refrigeration appliances gain ground as consumers stockpile food
- Electric wine coolers and chillers benefit from the wine-tasting trend

PROSPECTS AND OPPORTUNITIES

- Refrigeration appliances see a volume decline, however, sales of wine coolers remain positive
- Fridge freezers post retail volume decline, with low growth opportunities
- Side-by-side fridge freezers will continue gaining popularity

CATEGORY DATA

- Table 1 - Sales of Refrigeration Appliances by Category: Volume 2018-2023
- Table 2 - Sales of Refrigeration Appliances by Category: Value 2018-2023
- Table 3 - Sales of Refrigeration Appliances by Category: % Volume Growth 2018-2023
- Table 4 - Sales of Refrigeration Appliances by Category: % Value Growth 2018-2023
- Table 5 - Sales of Freezers by Format: % Volume 2018-2023
- Table 6 - Sales of Freezers by Volume Capacity: % Volume 2018-2023
- Table 7 - Sales of Fridge Freezers by Format: % Volume 2018-2023
- Table 8 - Sales of Fridge Freezers by Volume Capacity: % Volume 2018-2023
- Table 9 - Sales of Fridge Freezers by Smart Appliances: % Volume 2019-2023
- Table 10 - Sales of Fridges by Volume Capacity: % Volume 2018-2023
- Table 11 - NBO Company Shares of Refrigeration Appliances: % Volume 2019-2023
- Table 12 - LBN Brand Shares of Refrigeration Appliances: % Volume 2020-2023
- Table 13 - NBO Company Shares of Built-in Fridge Freezers: % Volume 2019-2023
- Table 14 - NBO Company Shares of Freestanding Fridge Freezers: % Volume 2019-2023
- Table 15 - NBO Company Shares of Built-in Fridges: % Volume 2019-2023
- Table 16 - NBO Company Shares of Freestanding Fridges: % Volume 2019-2023
- Table 17 - Distribution of Refrigeration Appliances by Format: % Volume 2018-2023
- Table 18 - Production of Refrigeration Appliances: Total Volume 2018-2023
- Table 19 - Forecast Sales of Refrigeration Appliances by Category: Volume 2023-2028
- Table 20 - Forecast Sales of Refrigeration Appliances by Category: Value 2023-2028
- Table 21 - Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2023-2028
- Table 22 - Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2023-2028

Consumer Appliances in Hungary - Industry Overview

EXECUTIVE SUMMARY

- Consumer appliances in 2023: The big picture
- 2023 key trends
- Competitive landscape
- Retailing developments
- What next for consumer appliances?

MARKET INDICATORS

- Table 23 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024
- Table 24 - Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

- Table 25 - Sales of Consumer Appliances by Category: Volume 2018-2023
- Table 26 - Sales of Consumer Appliances by Category: Value 2018-2023

Table 27 - Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

Table 28 - Sales of Consumer Appliances by Category: % Value Growth 2018-2023

Table 29 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023

Table 30 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023

Table 31 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023

Table 32 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023

Table 33 - Sales of Small Appliances by Category: Volume 2018-2023

Table 34 - Sales of Small Appliances by Category: Value 2018-2023

Table 35 - Sales of Small Appliances by Category: % Volume Growth 2018-2023

Table 36 - Sales of Small Appliances by Category: % Value Growth 2018-2023

Table 37 - NBO Company Shares of Major Appliances: % Volume 2019-2023

Table 38 - LBN Brand Shares of Major Appliances: % Volume 2020-2023

Table 39 - NBO Company Shares of Small Appliances: % Volume 2019-2023

Table 40 - LBN Brand Shares of Small Appliances: % Volume 2020-2023

Table 41 - Distribution of Major Appliances by Format: % Volume 2018-2023

Table 42 - Distribution of Small Appliances by Format: % Volume 2018-2023

Table 43 - Forecast Sales of Consumer Appliances by Category: Volume 2023-2028

Table 44 - Forecast Sales of Consumer Appliances by Category: Value 2023-2028

Table 45 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028

Table 46 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028

Table 47 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028

Table 48 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028

Table 49 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028

Table 50 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028

Table 51 - Forecast Sales of Small Appliances by Category: Volume 2023-2028

Table 52 - Forecast Sales of Small Appliances by Category: Value 2023-2028

Table 53 - Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028

Table 54 - Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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