

# **Refrigeration Appliances in Romania**

January 2024

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#### Refrigeration Appliances in Romania - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Refrigeration appliances remains in a volume slump, albeit with better prospects ahead Players use innovation activities to attract consumers' attention Players absorb costs to keep sales prices down, while the government continues to promote its buyback programme

#### PROSPECTS AND OPPORTUNITIES

"Green" refrigeration appliances will become more popular Haier expands as a manufacturer and brand in Romania Expected move towards premium refrigeration appliances

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