

# Refrigeration Appliances in China

November 2023

Table of Contents

## Refrigeration Appliances in China - Category analysis

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Slow volume recovery for refrigeration appliances in 2023

Freestanding fridge-freezers still the backbone of sales

Haier drives dominance of domestic players in refrigeration appliances

#### PROSPECTS AND OPPORTUNITIES

Built-in models set to gain favour as they become even slimmer

Compartmentalised storage central to large volume fridge-freezers

Refrigerator as a hub for all kitchen appliances?

#### **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 China - 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

#### **DISCLAIMER**

### **SOURCES**

Summary 1 - Research Sources

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
  trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
  country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/refrigeration-appliances-in-china/report.