Euromonitor International

Refrigeration Appliances in the Czech Republic

March 2026

Table of Contents

Refrigeration Appliances in the Czech Republic - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Fridge freezers to drive demand during the forecast period

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Declining sales amidst economic struggles and high saturation

Demand for energy-efficient models continue to rise despite easing inflation

Chart 2 - Liebherr Introduces Class A Built-In Refrigeration Appliance

New models with advanced features emerge as demand for convenience rises

Chart 3 - AI-Powered Appliances Are Dominated by Korean Brands

WHAT'S NEXT?

Manufacturers innovate with energy-efficient solutions

Chart 4 - Analyst Insight

Demand for energy-efficient models likely to continue increasing

Innovation in AI-powered refrigerators likely focus on added convenience

COMPETITIVE LANDSCAPE

Beko Europe maintains its lead despite the intensified competition

CHANNELS

Retail e-commerce continues to lead as offline retail become more concentrated

COUNTRY REPORTS DISCLAIMER

Consumer Appliances in the Czech Republic - Industry Overview

EXECUTIVE SUMMARY

Consumers appliances posts modest growth despite eased inflation

KEY DATA FINDINGS

Chart 5 - Key Trends 2025

INDUSTRY PERFORMANCE

Aggressive pricing and consolidation erode profitability

Smart and AI-powered features drive innovation across the market

Chart 6 - Aeno Introduces AI-Powered Hair Dryer

Regulation drives expansion in sustainable offerings

Chart 7 - New Energy Labels Redefine Sustainability Values

WHAT'S NEXT?

Consumer appliances market to recover with modest growth

Chart 8 - Analyst Insight

E-commerce will continue driving category growth

Chart 9 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Private label strengthens its position in a challenging market

CHANNELS

Retail e-commerce drives sales across most categories

ECONOMIC CONTEXT

Chart 10 - Real GDP Growth and Inflation 2020-2030
Chart 11 - PEST Analysis in the Czech Republic 2025

CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in the Czech Republic 2025
Chart 13 - Consumer Landscape in the Czech Republic 2025

COUNTRY REPORTS 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 focussing 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-the-czech-republic/report.