

Refrigeration Appliances in India

February 2024

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Refrigeration Appliances in India - Category analysis

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2023 DEVELOPMENTS

Inflationary pressures impact growth of the category
Rising preference for premium, larger capacity refrigeration appliances
Growing number of brands adopt "Make in India" initiative for fridge freezers

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Category expected to record solid growth over the forecast period
Changes in energy efficiency norms to influence price of refrigeration appliances
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