

# **Refrigeration Appliances in Norway**

December 2023

**Table of Contents** 

## Refrigeration Appliances in Norway - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Retail volume decline driven by rising prices and a shift from goods to services Second-hand and refurbished goods benefit from rising sustainability trends Design is increasingly important, with players launching bespoke options

#### PROSPECTS AND OPPORTUNITIES

The uncertain economic outlook leads to a decline in retail volume growth Consumers will increasingly focus on design and customisation Energy efficiency options increase, driving retail value growth

#### 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 Norway - 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 2018-2024Table 24 - Replacement Cycles of Consumer Appliances by Category 2018-2024

#### MARKET DATA

Table 25 - Sales of Consumer Appliances by Category: Volume 2018-2023Table 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 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-norway/report.