

# Refrigeration Appliances in Spain

December 2023

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## Refrigeration Appliances in Spain - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Fridge freezers continues to dominate in 2023 with freestanding units the one area to see growth  
Electric wine coolers/chillers and freezers decline in sales after good performance during the pandemic  
Competitive landscape remains stable

#### PROSPECTS AND OPPORTUNITIES

Brands will continue investing in innovation with a focus on connectivity, AI and energy efficiency  
Built-in refrigeration appliances expected to grow in popularity as consumers spend more time in their kitchens  
Fridge freezers set to remain the main area of focus

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