

Refrigeration Appliances in Hungary

December 2023

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Refrigeration Appliances in Hungary - Category analysis

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2023 DEVELOPMENTS

Consumers shift to energy-efficient models to save costs in 2023
Larger refrigeration appliances gain ground as consumers stockpile food
Electric wine coolers and chillers benefit from the wine-tasting trend

PROSPECTS AND OPPORTUNITIES

Refrigeration appliances see a volume decline, however, sales of wine coolers remain positive
Fridge freezers post retail volume decline, with low growth opportunities
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