

# Refrigeration Appliances in Austria

January 2024

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## Refrigeration Appliances in Austria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Demand for refrigeration appliances declines as price pressures rise  
Entry-level priced products record a decline as purchases are placed on hold  
Liebherr maintains its leadership through a robust price-quality ratio

#### PROSPECTS AND OPPORTUNITIES

Retail volume and value sales rise as the economic situation recovers  
Price points lower, aiding heightened retail volume sales over the forecast period  
Liebherr expands its use of BluRoX technology to launch energy class A products

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