

Refrigeration Appliances in Japan

December 2023

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Refrigeration Appliances in Japan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume sales of refrigeration appliances decline in 2023
Freezers bucks the declining trend
No clear champion, with seven players with double-digit shares in fridge-freezers

PROSPECTS AND OPPORTUNITIES

From a series of enhancements to non-linear improvements
Aqua and Haier set to grow thanks to innovation
Sustainability will increasingly be considered

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