

Refrigeration Appliances in India

February 2024

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Refrigeration Appliances in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflationary pressures impact growth of the category
Rising preference for premium, larger capacity refrigeration appliances
Growing number of brands adopt "Make in India" initiative for fridge freezers

PROSPECTS AND OPPORTUNITIES

Category expected to record solid growth over the forecast period
Changes in energy efficiency norms to influence price of refrigeration appliances
Shift to e-commerce expected to increase in the coming years

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