

Refrigeration Appliances in Germany

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Refrigeration Appliances in Germany - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Expensive housing and rental markets lead to lower demand for new appliances Longevity and efficiency are key factors influencing consumers' decisions Smart fridges become more sophisticated and accepted by mass consumers

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New cooling techniques set to emerge in local market

American-style models become increasingly popular in local homes

Hotter summers will lead to Germans requiring larger refrigeration appliances

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