



# Refrigeration Appliances in the US

November 2023

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## Refrigeration Appliances in the US - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Demand normalises following strong growth during the pandemic  
Supply chain normalisation yields a favourable outcome for Whirlpool  
Mid-tier brands expand design options, such as Best Buy's Insignia line

#### PROSPECTS AND OPPORTUNITIES

Smart home features turn refrigeration appliances into a home hub  
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