

# **Refrigeration Appliances in China**

November 2024

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#### Refrigeration Appliances in China - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Little movement for refrigeration appliances amidst economic downturn and government incentives Premiumisation due to rising costs and shifting corporate strategies Competitive strategies due to shrinking domestic demand and rising costs

#### PROSPECTS AND OPPORTUNITIES

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