



# Refrigeration Appliances in Greece

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Government subsidy in 2023 weakens the room for further growth in 2024
- Polarisation trend shapes performance
- Added-value 4-door+ combination format gains retail volume share

PROSPECTS AND OPPORTUNITIES

- Spike in demand in 2023 to continue to hinder growth potential in the forecast period
- Freestanding to dominate household penetration
- Migration from top to bottom freezer to continue in fridge freezers

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