



Euromonitor
International

Refrigeration Appliances in Italy

December 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Italians focus on the look and functionality of fridge freezers but economic pressures put pressure on sales
Sales struggle without the support of the government’s stimulus programme
Samsung deploys AI in its new line of refrigeration appliances

PROSPECTS AND OPPORTUNITIES

Economic pressures and changing consumer preferences among the factors expected to influence the future of refrigeration appliances
Personalisation is important but at a price
Brands want to be a one-stop-shop for smart kitchen appliances

CATEGORY DATA

- Table 1 - Sales of Refrigeration Appliances by Category: Volume 2019-2024
- Table 2 - Sales of Refrigeration Appliances by Category: Value 2019-2024
- Table 3 - Sales of Refrigeration Appliances by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Refrigeration Appliances by Category: % Value Growth 2019-2024
- Table 5 - Sales of Freezers by Format: % Volume 2019-2024
- Table 6 - Sales of Freezers by Volume Capacity: % Volume 2019-2024
- Table 7 - Sales of Fridge Freezers by Format: % Volume 2019-2024
- Table 8 - Sales of Fridge Freezers by Volume Capacity: % Volume 2019-2024
- Table 9 - Sales of Fridge Freezers by Smart Appliances: % Volume 2020-2024
- Table 10 - Sales of Fridges by Volume Capacity: % Volume 2019-2024
- Table 11 - NBO Company Shares of Refrigeration Appliances: % Volume 2020-2024
- Table 12 - LBN Brand Shares of Refrigeration Appliances: % Volume 2021-2024
- Table 13 - NBO Company Shares of Built-in Fridge Freezers: % Volume 2020-2024
- Table 14 - NBO Company Shares of Freestanding Fridge Freezers: % Volume 2020-2024
- Table 15 - NBO Company Shares of Built-in Fridges: % Volume 2020-2024
- Table 16 - NBO Company Shares of Freestanding Fridges: % Volume 2020-2024
- Table 17 - Distribution of Refrigeration Appliances by Format: % Volume 2019-2024
- Table 18 - Production of Refrigeration Appliances: Total Volume 2019-2024
- Table 19 - Forecast Sales of Refrigeration Appliances by Category: Volume 2024-2029
- Table 20 - Forecast Sales of Refrigeration Appliances by Category: Value 2024-2029
- Table 21 - Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2024-2029
- Table 22 - Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2024-2029

Consumer Appliances in Italy - Industry Overview

EXECUTIVE SUMMARY

Consumer appliances in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for consumer appliances?

MARKET INDICATORS

- Table 23 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025
- Table 24 - Replacement Cycles of Consumer Appliances by Category 2019-2025

MARKET DATA

- Table 25 - Sales of Consumer Appliances by Category: Volume 2019-2024
- Table 26 - Sales of Consumer Appliances by Category: Value 2019-2024

Table 27 - Sales of Consumer Appliances by Category: % Volume Growth 2019-2024
Table 28 - Sales of Consumer Appliances by Category: % Value Growth 2019-2024
Table 29 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024
Table 30 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024
Table 31 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024
Table 32 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024
Table 33 - Sales of Small Appliances by Category: Volume 2019-2024
Table 34 - Sales of Small Appliances by Category: Value 2019-2024
Table 35 - Sales of Small Appliances by Category: % Volume Growth 2019-2024
Table 36 - Sales of Small Appliances by Category: % Value Growth 2019-2024
Table 37 - NBO Company Shares of Major Appliances: % Volume 2020-2024
Table 38 - LBN Brand Shares of Major Appliances: % Volume 2021-2024
Table 39 - NBO Company Shares of Small Appliances: % Volume 2020-2024
Table 40 - LBN Brand Shares of Small Appliances: % Volume 2021-2024
Table 41 - Distribution of Major Appliances by Format: % Volume 2019-2024
Table 42 - Distribution of Small Appliances by Format: % Volume 2019-2024
Table 43 - Forecast Sales of Consumer Appliances by Category: Volume 2024-2029
Table 44 - Forecast Sales of Consumer Appliances by Category: Value 2024-2029
Table 45 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029
Table 46 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029
Table 47 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029
Table 48 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029
Table 49 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029
Table 50 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029
Table 51 - Forecast Sales of Small Appliances by Category: Volume 2024-2029
Table 52 - Forecast Sales of Small Appliances by Category: Value 2024-2029
Table 53 - Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029
Table 54 - Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/refrigeration-appliances-in-italy/report.