



Euromonitor  
International

# Refrigeration Appliances in Hungary

December 2023

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## Refrigeration Appliances in Hungary - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumers shift to energy-efficient models to save costs in 2023  
Larger refrigeration appliances gain ground as consumers stockpile food  
Electric wine coolers and chillers benefit from the wine-tasting trend

#### PROSPECTS AND OPPORTUNITIES

Refrigeration appliances see a volume decline, however, sales of wine coolers remain positive  
Fridge freezers post retail volume decline, with low growth opportunities  
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