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Refrigeration Appliances in the United Arab Emirates

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Diverse performances within refrigeration appliances
- Major players retain dominance as Electrolux faces decline amid rising competition
- Mid-tier segment grows with entry of new and local brands
- Retailers adapt to evolving consumer behaviour with omnichannel approach

PROSPECTS AND OPPORTUNITIES

- Consumer focus shifts to long-term value amid rising costs
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