



Euromonitor
International

Refrigeration Appliances in Austria

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Refrigeration Appliances in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for refrigeration appliances declines as price pressures rise
Entry-level priced products record a decline as purchases are placed on hold
Liebherr maintains its leadership through a robust price-quality ratio

PROSPECTS AND OPPORTUNITIES

Retail volume and value sales rise as the economic situation recovers
Price points lower, aiding heightened retail volume sales over the forecast period
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