



Euromonitor
International

Refrigeration Appliances in India

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Refrigeration appliances attracts steady demand, driven by transition to energy efficiency norms and growing electrification
Rising demand for double door fridge freezers driven by evolving consumer preferences
Intense competition among players spurs new launches and places greater focus on domestic production

PROSPECTS AND OPPORTUNITIES

Strong growth expected over forecast period, driven by increasing nuclear families and favourable external factors
Appliances and electronics specialists to remain popular amid e-commerce share gain
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