



**Euromonitor  
International**

# Refrigeration Appliances in Germany

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## Refrigeration Appliances in Germany - Category analysis

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#### 2025 DEVELOPMENTS

Premiumisation and innovation drive value growth despite volume decline

Chart 1 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Rising disposable incomes and premiumisation drive value growth despite volume decline

Fridge freezers maintains its lead, but no category sees volume growth

Regulatory pressure, consumer demand and new launches drive move to sustainability

Chart 2 - Miele Launches More Energy-Efficient Under-Counter Refrigerators and Freezers

Samsung drives smart and AI-powered innovation with advanced features

Chart 3 - Samsung Launches Bespoke AI Refrigerators with AI Home Display and Upgraded AI

#### WHAT'S NEXT?

Growth expected in both volume and value terms, with energy efficiency more important

Fridge freezers will remain the largest category and see the highest growth

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Leading companies maintain their strength through premiumisation

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Opportunities by focusing on premiumisation and technological innovation

#### CHANNELS

Appliances and electronics specialists drives offline sales, especially of premium products

Retail e-commerce is important for products with straightforward specifications

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## Consumer Appliances in Germany - Industry Overview

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Low volume increase, while premiumisation and technology drive higher value growth

### KEY DATA FINDINGS

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Consumers seek multifunctional, compact products to save space and offer convenience

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#### WHAT'S NEXT?

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## COMPETITIVE LANDSCAPE

Leading manufacturers maintain strength through innovation and distribution  
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## CHANNELS

Appliances and electronics specialists leads offline sales with premium offerings  
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