



Refrigeration Appliances in Denmark

February 2026

Table of Contents

Refrigeration Appliances in Denmark - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

AI and design innovation drive sales amid economic uncertainty in the Danish market

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Consumers delay purchases amid economic uncertainty

Samsung and Jamie Oliver collaboration shows AI and tech innovation

Chart 2 - Samsung Teams Up with Jamie Oliver for its Bespoke AI Appliances and SmartThings Food App

Energy efficiency and sustainability drive demand for premium refrigeration appliances

Chart 3 - Samsung Promotes Energy Efficiency With Its New Screens Everywhere Line-Up

Premiumisation inspires aesthetic and functional design

Chart 4 - Bertazzoni Expands its Modern Series Range with Black Glass Design

WHAT'S NEXT?

Refrigeration appliances likely to continue retail volume decline

Design and aesthetic customisation expected to inform consumer choice

Energy efficiency and cost-saving to remain a key trend shaping consumer demand

Chart 5 - Analyst Insight

COMPETITIVE LANDSCAPE

Leading brands maintain dominance through innovation and scale

CHANNELS

Retail e-commerce dominates, as omnichannel strategies increasingly employed

Offline retail still accounts for a significant share of sales

COUNTRY REPORTS DISCLAIMER

Consumer Appliances in Denmark - Industry Overview

EXECUTIVE SUMMARY

Volume sales decline as economic uncertainty leads to consumer caution

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Many households prioritise affordability amid economic uncertainty

Multifunctionality and compact design influence consumer demand

Chart 7 - Philips Airfryer 5000 Series Dual Basket Offers Multifunctional Efficiency

AI integration drives innovation, allowing personalisation and convenience

Chart 8 - Electrolux Launches Innovative 800 SteamPro MealAssist with AI TasteAssist

Sustainability and affordability drive consumer choice

Chart 9 - Samsung Promotes Energy Efficiency With Its New Screens Everywhere Line-Up

WHAT'S NEXT?

Households expected to prioritise multifunctionality and space-saving appliances

Sustainability concerns set to have different impacts on sales

Chart 10 - Analyst Insight

Service offerings to drive tech innovation in consumer appliances in Denmark

Chart 11 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Established brands maintain lead with quality and distribution

Opportunities remain for challengers

CHANNELS

Retail e-commerce drives sales and growth

ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030

Chart 13 - PEST Analysis in Denmark 2025

CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in Denmark 2025

Chart 15 - Consumer Landscape in Denmark 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/refrigeration-appliances-in-denmark/report.