



Euromonitor
International

Refrigeration Appliances in India

February 2026

Table of Contents

Refrigeration Appliances in India - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Energy efficiency standards drive innovation and price increases

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Samsung drives smart refrigeration growth with AI innovation

Sales of refrigeration appliances propelled by energy-saving innovations

Chart 2 - Whirlpool Launches India's Fastest Convertible Refrigerator IntelliFresh Pro in 2025

WHAT'S NEXT?

Advanced design and technology to drive consumer preference

Appliance designs evolve to suit local storage and lifestyle needs

Chart 3 - Analyst Insight

Side-by-side fridge freezers gain popularity with modular kitchens

Chart 4 - Haier Launches India's Only 4-Door Convertible Side-by-Side Refrigerator

COMPETITIVE LANDSCAPE

Samsung and LG maintain lead through relentless innovation

CHANNELS

Omnichannel retailing boosts sales of premium appliances

COUNTRY REPORTS DISCLAIMER

Consumer Appliances in India - Industry Overview

EXECUTIVE SUMMARY

Robust economic drivers and technology fuel significant expansion for consumer appliances

KEY DATA FINDINGS

Chart 5 - Key Trends 2025

INDUSTRY PERFORMANCE

Rising incomes drive volume and particularly value growth as premiumisation advances

Chart 6 - Haier Appliances India Launches Premium Smart Home Solutions

Small cooking appliances leads sales, but air conditioners is dynamic due to climate change

Convenience and customisation contribute to growth

Chart 7 - Samsung Launches 2025 Bespoke AI Appliance Range

Consumers shift to intelligent, connected consumer appliances to meet their needs

Chart 8 - Godrej Launches New Range of AI-Powered Front-Load Washing Machines

WHAT'S NEXT?

Dynamism expected to continue as incomes rise and time-saving appliances are demanded

Premiumisation and technology set to drive growth

Chart 9 - Analyst Insight

Retail e-commerce expected to gain share, although offline retail will also remain important

Chart 10 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

A fragmented competitive landscape with players differentiating through innovation

Smart product launches tailored to Indian consumers and retail reach used to differentiate

Opportunities for businesses in premium and smart appliances

CHANNELS

Omnichannel strategies drive sales of major appliances

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in India 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in India 2025

Chart 14 - Consumer Landscape in India 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-india/report.