

Refrigeration Appliances in the Czech Republic

December 2023

Table of Contents

Refrigeration Appliances in the Czech Republic - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The freestanding format leads while competition intensifies in built-in refrigerators BluRoX freezing technology is offered while players focus on energy efficiency Energy efficiency labels remain a strong deciding factor during the energy crisis

PROSPECTS AND OPPORTUNITIES

Growth of built-in challenged by underperforming construction and high mortgage rates Fridge-freezers continue challenging individual fridges and freezers Energy efficiency and a focus on fresh food are key trends shaping purchases

CATEGORY DATA

- Table 1 Sales of Refrigeration Appliances by Category: Volume 2018-2023
- Table 2 Sales of Refrigeration Appliances by Category: Value 2018-2023
- Table 3 Sales of Refrigeration Appliances by Category: % Volume Growth 2018-2023
- Table 4 Sales of Refrigeration Appliances by Category: % Value Growth 2018-2023
- Table 5 Sales of Freezers by Format: % Volume 2018-2023
- Table 6 Sales of Freezers by Volume Capacity: % Volume 2018-2023
- Table 7 Sales of Fridge Freezers by Format: % Volume 2018-2023
- Table 8 Sales of Fridge Freezers by Volume Capacity: % Volume 2018-2023
- Table 9 Sales of Fridge Freezers by Smart Appliances: % Volume 2019-2023
- Table 10 Sales of Fridges by Volume Capacity: % Volume 2018-2023
- Table 11 NBO Company Shares of Refrigeration Appliances: % Volume 2019-2023
- Table 12 LBN Brand Shares of Refrigeration Appliances: % Volume 2020-2023
- Table 13 NBO Company Shares of Built-in Fridge Freezers: % Volume 2019-2023
- Table 14 NBO Company Shares of Freestanding Fridge Freezers: % Volume 2019-2023
- Table 15 NBO Company Shares of Built-in Fridges: % Volume 2019-2023
- Table 16 NBO Company Shares of Freestanding Fridges: % Volume 2019-2023
- Table 17 Distribution of Refrigeration Appliances by Format: % Volume 2018-2023
- Table 18 Production of Refrigeration Appliances: Total Volume 2018-2023
- Table 19 Forecast Sales of Refrigeration Appliances by Category: Volume 2023-2028
- Table 20 Forecast Sales of Refrigeration Appliances by Category: Value 2023-2028
- Table 21 Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2023-2028
- Table 22 Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2023-2028

Consumer Appliances in the Czech Republic - Industry Overview

EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

- Table 23 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024
- Table 24 Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

- Table 25 Sales of Consumer Appliances by Category: Volume 2018-2023
- Table 26 Sales of Consumer Appliances by Category: Value 2018-2023

- Table 27 Sales of Consumer Appliances by Category: % Volume Growth 2018-2023
- Table 28 Sales of Consumer Appliances by Category: % Value Growth 2018-2023
- Table 29 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023
- Table 30 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023
- Table 31 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023
- Table 32 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023
- Table 33 Sales of Small Appliances by Category: Volume 2018-2023
- Table 34 Sales of Small Appliances by Category: Value 2018-2023
- Table 35 Sales of Small Appliances by Category: % Volume Growth 2018-2023
- Table 36 Sales of Small Appliances by Category: % Value Growth 2018-2023
- Table 37 NBO Company Shares of Major Appliances: % Volume 2019-2023
- Table 38 LBN Brand Shares of Major Appliances: % Volume 2020-2023
- Table 39 NBO Company Shares of Small Appliances: % Volume 2019-2023
- Table 40 LBN Brand Shares of Small Appliances: % Volume 2020-2023
- Table 41 Distribution of Major Appliances by Format: % Volume 2018-2023
- Table 42 Distribution of Small Appliances by Format: % Volume 2018-2023
- Table 43 Forecast Sales of Consumer Appliances by Category: Volume 2023-2028
- Table 44 Forecast Sales of Consumer Appliances by Category: Value 2023-2028
- Table 45 Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028
- Table 46 Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028
- Table 47 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028
- Table 48 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028
- Table 49 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028
- Table 50 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028
- Table 51 Forecast Sales of Small Appliances by Category: Volume 2023-2028
- Table 52 Forecast Sales of Small Appliances by Category: Value 2023-2028
- Table 53 Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028
- Table 54 Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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