



# Refrigeration Appliances in Hong Kong, China

December 2023

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## Refrigeration Appliances in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Demand for freezers declines due to limited living space and the falling population

Fridge-freezers maintains high and rising demand

Offline channels see an uptick in sales as pandemic restrictions are lifted

#### PROSPECTS AND OPPORTUNITIES

Stand-alone freezers and fridges set to continue to decrease in popularity

Smart refrigeration appliances will continue to gain popularity in Hong Kong

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