

Fridges and Freezers - UK - April 2012

Report Price: £1750 / \$2758 / €2087

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"Innovation has touched almost every aspect of product styling and design in refrigeration. So today's consumers have more choice than ever before from low-cost no-frills appliances through to high-spec luxury items. There are smart appliances that micro-manage food storage temperatures and humidity and a plethora of innovative interiors that improve storage and accessibility. Style, colour and co-ordination have emerged as key trends, so consumers can choose appliances which are the ultimate stylish accessory for the kitchen. Today's fridge can help put their owners on the map, helping build their image as a cook, connoisseur or foodie."

– Neil Mason, Head of Retail Research

In this report we answer the key questions:

- Does cooking style influence demand for fridges and freezers?
- How much online shopping is there for fridges and freezers?
- What do consumers have at home now and what are they looking for next time they buy a fridge or freezer?
- What is the impact of online discounting?
- What are manufacturers doing to stimulate demand for fridges and freezers?

This report profiles the market for fridges and freezers in the UK. It includes beer chillers and chilled cabinets for wine targeted at domestic use. Coverage includes:

- Single-door refrigerators – larder-style (including large American-style). Also standard, ie with icebox. Includes beer coolers and wine fridges.
- Freezers – upright or chest, either frost-free or non-frost-free.
- Fridge-freezers – frost-free and non-frost-free models (including large US-style appliances, incorporating features such as ice and water dispensers) both freestanding and those designed to fit under existing units in a built-in kitchen.

Excluded

Fridges and freezers purchased for commercial use.

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