

Fridges and Freezers - UK - April 2013

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"We expect to see greater efforts to build brand image, an increasing rate of change of styling and fashion, as well as advanced connected appliances that help to improve the quality of people's lives. In mature markets innovation is king - suppliers will work harder and look closely into market niches to identify the consumers lifestyle needs."

— Jane Westgarth, Senior Market Analyst

In this report we answer the key questions:

- How influential is style and fashion in creating demand for fridges and freezers?
- Are manufacturers slowing the pace of innovation?
- Is the 'smart' appliance really relevant?
- What is happening to the distribution of fridges and freezers? Who are the winners and losers?
- What will it take to boost demand for fridges and freezers?

There is little doubt that shifting shopping habits have made a huge difference to the way that consumers browse, select and buy electrical goods. The internet has made it a simple matter to look for product information, reviews and better deals. So this is putting conventional retailers under pressure and there have been wide-ranging consequences for electrical goods retailers. Comet, a retailer which had originally built its reputation as a value-for-money supplier, failed to keep pace with online competitors and closed in 2012 after failing to find a buyer. Currys has revitalised its business with a massive push to train staff, by embracing multichannel opportunities and by introducing massive cost savings through merging stores with sister brand PC World. And other retailers, including John Lewis, now see excellent customer service and multichannel options as the right formula for the future.

Within the market for fridges and freezers, manufacturers have been highly innovative. New features and product developments aim to add value to the products and to build market share in the face of fairly flat demand. Globalisation is a key feature for suppliers and in recent years the UK has been targeted by large multinationals including [Samsung](#), Haier and [Beko](#). This means that consumers are getting better value and greater choice than ever before.

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