

Fridges and Freezers - UK - April 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Innovation has touched almost every aspect of design in the market for refrigeration, inspiring consumers to trade up for better style, functionality and different formats. Today fridges and freezers come in a range of colours, have a variety of storage solutions, are more energy-efficient, keep food fresher for longer and can even be a status symbol – something to impress visitors.”
– Jane Westgarth, Senior Market Analyst

This report looks at the following areas:

- Are today's consumers ready for the 'smart fridge'?
- Technology that keeps food fresher for longer tops the wish list
- Will online shopping for fridges and freezers continue to grow?

There has been a significant amount of product development and innovation in the refrigeration market. Manufacturers have continued to add value through introducing better technologies, improved materials and advances in design. Consumers today have a wider choice of sizes, combinations and functionality than ever before, but even so the standard fridge-freezer, with one above the other, remains by far the most popular format. But consumer expectations are growing and added features are giving them more encouragement to pay a little extra. However, intense competition for market share means that yesterday's extras are now expected as standard, and as a result consumers are getting more for their money.

For the purposes of this report, Mintel has used the following definitions:

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 American 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.
- We use the term 'American style' to describe a large refrigerator with side-by-side door openings.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The facts

The implications

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The implications

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Over 50% of sales are conventional fridge-freezers

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Colour and design

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Hotpoint is the most familiar brand

Bosch is most likely to be recommended

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Currys is the dominant retailer

More purchased online than in-store

Replacement is the biggest driver of demand

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