

Fridges and Freezers - UK - April 2014

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

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"There are pressures for manufacturers to create ever-more innovative products that serve the lifestyle needs of their customers. We expect to see more gadgets, more smart applications as well as carefully crafted product designs. Yet, at the same time, shoppers have the ability to seek out the keenest prices. So how do manufacturers build their profitability for the future?"

— Jane Westgarth, Senior Market Analyst

This report looks at the following areas:

- Will style become more important in the market for fridges and freezers?
- Are people inspired by innovations in fridges and freezers?
- Do people really want to communicate with their fridges?
- Will shopping online continue to grow in importance?

Demand for fridges and freezers is reviving, after several flat years. This upwards trend is linked to buoyancy within the housing market as well as improving consumer confidence in the economy. As people move house they invest more in updating kitchens and bathrooms, or buy new appliances to go in their new homes. So the uptick in activity for buying homes will be positive for demand for fridges and freezers.

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. This is expanding their expectations and giving them more encouragement to pay a little extra to get the features and quality that they want. This report takes a look at what consumers believe is important to them next time they buy a fridge or freezer and the features they say they would pay extra for.

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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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