



Refrigeration Appliances in Hungary

February 2026

Table of Contents

Refrigeration Appliances in Hungary - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Market resilience supported by innovation despite modest volume decline

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Cooling inflation boosts demand despite economic challenges

Sustainability and energy efficiency drive purchase decisions

Chart 2 - Samsung Launches Bespoke Bottom Freezer, Focused on Energy Efficiency

Smart and AI-Powered features drive value sales growth

Chart 3 - Whirlpool Launches G800 Freestanding Side-by-Side Refrigerator

WHAT'S NEXT?

Volume to stabilise with marginal decline over the forecast period

Energy efficiency to become standard amid rising consumer awareness

Built-in units and customisation set to gain prominence

COMPETITIVE LANDSCAPE

Hauser and Electrolux lead with stable shares and innovation

CHANNELS

E-commerce emerges as fastest growing retail channel

Chart 4 - Analyst Insight

PRODUCTS

Electrolux OptiSpace 600 exemplifies capacity-driven innovation

Chart 5 - Electrolux launches OptiSpace 600 Built-in refrigerator

COUNTRY REPORTS DISCLAIMER

[Consumer Appliances in Hungary - Industry Overview](#)

EXECUTIVE SUMMARY

Innovation sustains growth amid persistent consumer caution

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Modest volume growth amid economic recovery and consumer caution

Home laundry appliances lead volume sales as consumers seek space-saving solutions

Chart 7 - Candy Hoover Presented Miniaqua Front-Loading Small Washing Machine

Sustainability and energy efficiency drive purchasing decisions

Chart 8 - Hauser Introduced Beko Washing Machine, Focused on Energy Efficiency

WHAT'S NEXT?

Consumer appliances market to see moderate growth driven by innovation

Chart 9 - Growth Decomposition of Consumer Appliances 2024-2029

AI-driven personalisation forecast to transform user experiences across categories

Health and wellness features to drive growth in cooking appliances

COMPETITIVE LANDSCAPE

Market concentration remains stable as leading players maintain positions

Chart 10 - Fast Hungary Kft Launched Sencor Steam Iron SSI 8400BZ With Convenient Features

CHANNELS

Appliances and electronics specialists lead despite e-commerce growth

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Hungary 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Hungary 2025

Chart 14 - Consumer Landscape in Hungary 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/refrigeration-appliances-in-hungary/report.