

# Refrigeration Appliances in Australia

December 2025

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# Refrigeration Appliances in Australia - Category analysis

## **KEY DATA FINDINGS**

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Sustainability and smart features shape refrigeration appliance demand

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# INDUSTRY PERFORMANCE

Economic recovery and shifting consumer priorities drive category growth

Sustainability and energy efficiency remain key demand drivers

Demand for fridge freezers remains resilient

## WHAT'S NEXT?

Consumers are increasingly investing in functionality and design sophistication

Sustainability and efficiency drive future sales

Premiumisation and smart appliances to shape developments

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Competitive landscape remains moderately concentrated as trust drives sales

Electrolux retains leadership through trusted brands

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Haier Group leverages a dual-brand strategy to reach diverse consumer segments

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Specialist retailers maintain dominance through in-store expertise

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Chart 7 - Analyst Insight

Air treatment products continues to make gains, driven by health and wellness concerns

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Australians will continue to prioritise innovative appliances offering long-term value

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Leading brands sustain share through innovation

Strong performance by Dyson as it continues to focus on new launches

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Appliances and electronics specialists leads distribution through expertise E-commerce gains influence in product discovery and price comparison

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