



Refrigeration Appliances in Norway

February 2026

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A difficult year for refrigeration appliances as economic pressures limit growth

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Slow housing market and high penetration hinder growth

Fridge freezers dominate the market in 2025

Energy efficiency and AI-powered solutions driving innovation

WHAT'S NEXT?

Sustainability and design drive future growth prospects

Consumers set to pay more attention to aesthetics and design in their product choices

Smart technology and energy efficiency set to drive innovation and growth

COMPETITIVE LANDSCAPE

Leading players maintain dominance through innovation, reputation and supply agreements

Stable competitive landscape with no new entrants or major deals

CHANNELS

Appliances and electronics specialists drive offline sales

Retail e-commerce gains traction with a focus on omnichannel strategies

No new retail brands or concepts expected to emerge in 2026

PRODUCTS

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INDUSTRY PERFORMANCE

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Sales of refrigeration appliances driven by high penetration and replacement needs

Sustainability and price sensitivity shape consumer behaviour

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Consumer appliances market set for gradual recovery but challenges remain

Demand for refrigeration appliances set to remain stable

Sustainability and intelligent technology to drive innovation

Chart 8 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Established brands maintain lead through trust and innovation

Opportunities arise for new entrants and innovation

CHANNELS

Appliances and electronics specialists drive offline sales

Retail e-commerce gains traction with omnichannel retailing

No new retail brands or concepts expected to emerge in 2026

PRODUCTS

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