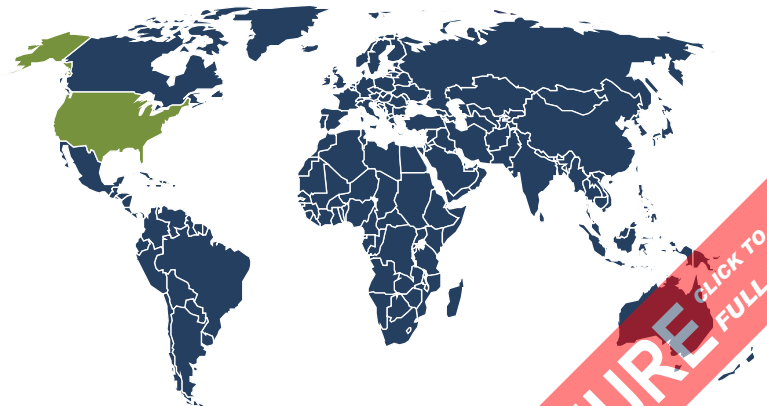




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# Household Refrigerators & Freezers: United States

October 2020



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# About This Report

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## Scope

This report forecasts to 2024 US household refrigerator and freezer demand and shipments in nominal US dollars at the manufacturer level; shipments are also forecast in real (inflation-adjusted) US dollars to 2024. Total demand and shipments in nominal terms are segmented by product in terms of:

- refrigerators
- freezers
- parts and attachments

To illustrate historical trends, total demand, total shipments, the various segments, and trade are provided in annual series from 2009 to 2019.

This report excludes refrigeration equipment for commercial and/or industrial uses. Re-exports of household refrigerators and freezers are excluded from demand and trade figures.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading companies, are covered in this report. A full outline of report items by page is available in the Table of Contents.

## Sources

*Household Refrigerators & Freezers: United States* (FF90028) represents the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental and non-governmental organizations
- proprietary national consumer survey data
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

## Industry Codes

Table 10 | NAICS & SIC Codes Related to Household Refrigerators & Freezers

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
335220	Major Household Appliance Manufacturing	3632	Household Refrigerators & Home & Farm Freezers

Source: US Census Bureau

## Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market’s current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

Freedonia quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or  $r^2$ . The most stable data series relative to the trend carries an  $r^2$  value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and

## About This Report

ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

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## Resources

### The Freedonia Group

#### Freedonia Industry Studies

*Commercial Refrigeration Equipment*

*Refrigerated & Frozen Display Cases*

#### Freedonia Focus Reports

*Appliances & Electronics: United States*

*Commercial Refrigeration Equipment: United States*

*Frozen Foods: United States*

*Global Major Household Appliances*

*Industrial & OEM Insulation: Europe*

*Laundry Equipment: United States*

*Major Household Appliances: Canada*

*Major Household Appliances: United States*

*Outdoor Furniture & Grills: United States*

*Outdoor Kitchens: United States*

*Personal Care Appliances: United States*

*Repair Services: United States*

#### Freedonia Custom Research

### Trade Publications

*Chain Store Age*

*Consumer Reports*

*Home Furnishings News*

*TWICE*

### Agencies & Associations

Association of Home Appliance Manufacturers

China Household Electrical Appliances Association

National Association of Realtors

National Association of the Remodeling Industry

National Retail Federation

North American Retail Dealers Association

United States Department of Commerce

Bureau of Economic Analysis

United States Census Bureau

United States Department of Energy

United States International Trade Commission