

# **Global Portable Mini Fridge Market Size study, by Application (Residential and Commercial), by Distribution (Offline and Online), and Regional Forecasts 2021-2027**

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## **Abstracts**

Global Portable Mini Fridge Market is valued approximately at USD XX Million in 2020 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2021-2027. Portable mini fridge comes in various sizes, capacity, shapes and requires relatively less power to function. These are widely used in medical sector to keep drugs and similar items under a certain temperature. Rising outings and picnic activities are also pushing the demand for mini fridge, as these activities require portable cooling solution to keep food and beverages fresh. Growing vaccine market, new product launches and rising use in modern offices to save space are fueling demand for portable mini fridges. For instance, in April 2019, Godrej Appliances launched a portable mini fridge for food and beverages, called 'Qube'. The device uses thermoelectric technology, has a 30-litre capacity and can be used for cooling purposes. Also, according to Statista, revenue of vaccines market has increased from USD 44.1 billion in 2017 to USD 59.2 billion in 2020. Furthermore, high cost of product and inefficient cooling at higher temperatures may hamper the growth during forecast period. However, technological advancements and adoption of micro and mobile home concepts are expected to inject growth in the market in coming years.

North America is dominating the market in terms of revenue among Asia Pacific, North America, Europe, Latin America, and Rest of the World. Factors such as owing to rising participation in outdoor activities by millennials and strong hospitality sector are fueling growth in North America market. Whereas, Asia Pacific is expected to grow at the fastest pace during forecast period, due to rising enthusiasm for trekking and camping coupled with booming hotel industry.

Major market player included in this report are:

Midea Group  
ARB  
Danby  
Domestic Group AB  
Living Direct, Inc.  
Engel Australia Pty Ltd.  
Haier Inc.  
Whirlpool Corporation  
Godrej Group  
Electrolux AB

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Application:

Residential  
Commercial

By Distribution:

Offline  
Online

By Region:

North America  
U.S.  
Canada  
Europe  
UK  
Germany  
France

Spain  
Italy  
ROE

Asia Pacific  
China  
India  
Japan  
Australia  
South Korea  
RoAPAC  
Latin America  
Brazil  
Mexico  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019  
Base year – 2020  
Forecast period – 2021 to 2027.

Target Audience of the Global Portable Mini Fridge Market in Market Study:

Key Consulting Companies & Advisors  
Large, medium-sized, and small enterprises  
Venture capitalists  
Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors

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