

North America Household Refrigerators and Freezers Market Size, Share & Trends Analysis Report By Equipment, By Structure, By Capacity, By Price Range, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Market Size & Trends

The North America household refrigerators and freezers market size was estimated at USD 27.58 billion in 2024 and is projected to grow at a CAGR of 2.3% from 2025 to 2030. The integration of smart technology into refrigerators is gaining massive momentum in the industry. Smart refrigerators are increasingly equipped with features such as Wi-Fi connectivity, touchscreens, and virtual assistants that tend to take consumer experience to the next level.

Moreover, homeowners can receive real-time updates on food inventory, control temperature settings, and access recipes directly from the refrigerator. The emerging trend of smart homes offering convenience and connectivity in the kitchen is positively influencing the overall market.

The concept of Crisper drawers in refrigerators has been a basic feature in refrigerators as they allow users to organize fruits, vegetables, and other food items separately. However, with technological improvements, manufacturers have developed advanced crisper drawers that come with configurable controls. These drawers set the temperature separately from the main compartment so that users can adjust it to accommodate their food items. Also known as Climate Zone Drawers, these refrigerator

sections are set the exact temperature and settings for whatever is preserved inside. The refrigerator's digital control or a mobile app allows users to set temperatures or choose from a list of presets, like beverages, produce, meat, cheese, etc. This allows them to increase the shelf life of some of their frequently used foods.

The modern refrigerators are integrating advanced cooling technologies to ensure optimal freshness and longer shelf life for food items. Features such as dual cooling, air purification, and precision temperature control are becoming standard features. This trend is meeting the rising demand for refrigerators that go beyond traditional cooling methods. For instance, in January 2024, Panasonic Corporation introduced the PRIME+ Edition Premium Refrigerators that are equipped with PRIME Fresh, PRIME Freeze, and nanoe X Technology, bringing together advanced cooling and hygiene technologies to preserve high-grade ingredients. These refrigerators ensure ingredients stay fresh, tasty, and nutritious with PRIME Fresh for extending the shelf life of fresh produce, PRIME Freeze ensures precise temperature control, and nanoe X Technology maintains a hygienic environment.

The ongoing innovation in refrigerator systems, such as manufacturing technologies involving defrosting systems, compressors, and low-energy consuming modes, helps in reducing energy consumption. According to the vice president of Liebherr North America, several manufacturers are integrating variable-speed compressors that conserve energy by running at very slow revolutions-per-minute rate. Prominent brands, including Liebherr, SunFrost, and Sub-Zero, offer dual refrigeration system technologies, which provide the refrigerator and the freezer with their compressor. Each compressor only runs enough to keep its specific compartment cool, cutting down on energy consumption and keeping the temperature more constant.

The trend toward larger, more customizable refrigerators is also prominent, as households seek models with adjustable storage options, multi-door designs, and advanced preservation technologies. These appliances are tailored to changing consumer preferences for flexible storage and longer-lasting freshness, which are particularly relevant for larger families and health-conscious consumers. Lastly, minimalistic and modern designs are gaining traction as homeowners look to match kitchen appliances with contemporary aesthetics. This shift is prompting manufacturers to offer products with sleek finishes, such as matte or fingerprint-resistant stainless steel, that blend style with functionality. Together, these trends highlight the market's adaptation to consumer priorities around sustainability, technology, and design.

North America Household Refrigerators and Freezers Market Report Segmentation

This report forecasts revenue growth at regional and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the North America household refrigerators and freezers market report based on equipment, structure, capacity, price range, and region.

Equipment Outlook (Revenue, USD Million, 2018 - 2030)

Single Door

Double Door

Top Mounted Freezer

Bottom Mounted Freezer

Side by Side

French Door

Wine/Beverage Coolers

Structure Outlook (Revenue, USD Million, 2018 - 2030)

Standard Depth

Counter Depth

Capacity Outlook (Volume; Thousand Units; Revenue, USD Million, 2018 - 2030)

0-11.9 cu/ft

12-17.9 cu/ft

18-24.9 cu/ft

25-29.9 cu/ft

30+ cu/ft

Price Range Outlook (Volume; Thousand Units; Revenue, USD Million, 2018 - 2030)

Up to \$899

\$900 - \$1,999

\$2,000 - \$3,499

More than \$3,500

Regional Outlook (Revenue, USD Million, 2018 - 2030)

North America

U.S.

Canada

Mexico

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