

# Portable Mini Fridge Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global portable mini fridge market size reached US\$ 1.3 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 1.7 Billion by 2028, exhibiting a growth rate (CAGR) of 4.57% during 2022-2028.

A portable mini fridge is a compact refrigerator that can be moved and carried around conveniently. It is available in various shapes, sizes and capacities and requires minimal power to operate. Mini fridges consist of a compact compressor, heat-exchanging pipes coiled outside the unit, expansion valves and refrigerant to maintain cold temperatures inside the fridge. They are usually mounted in recreational vehicles (RVs), mobile and small homes to keep the products fresh for long durations while traveling. They are also utilized for storing cosmetics and pharmaceutical drugs. As a result, portable mini fridges are widely used in vanity vans, marine cruises, leisure yachts, passenger and commercial vehicles and medical transport units.

### Portable Mini Fridge Market Trends:

The increasing demand for cold storage systems in luxury vehicles across the globe is among the key factors driving the growth of the market. Moreover, the shifting consumer preference for mobile homes as an affordable alternative for first-time homeowners and frequent travelers is providing a thrust to the market growth. Portable mini fridges are used for energy-efficient cooling and maintaining the freshness of the food products on the go. In line with this, the increasing demand for high-capacity mini-fridges for storing temperature-sensitive pharmaceutical drugs with specific storage requirements is also contributing to the growth of the market. Various product innovations, such as the launch of variants with adjustable automatic battery protection systems to prevent vehicle battery rundown, are favoring the market growth. Other factors, including the

increasing preference for outdoor recreational activities, such as outing, picnics, camping, trekking and adventurous road trips, along with the widespread adoption of mini fridges in premium and luxury hotels for improved customer experience, are anticipated to drive the market toward growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global portable mini fridge market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product type, technology, application and distribution channel.

#### Breakup by Product Type:

Less Than 1 cu. ft.

11.9 cu. ft.

22.9 cu. ft.

33.9 cu. ft.

45 cu. ft.

#### Breakup by Technology:

Compressor Refrigeration

Semiconductor Refrigeration

#### Breakup by Application:

Residential

Commercial

#### Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Specialty Stores

Retail Stores

Online Stores

Others

#### Breakup by Region:

North America  
United States  
Canada  
Asia-Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

#### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being ARB USA, Danby Products Limited, Dometic Group AB, Engel Distribution Pty Ltd., Godrej Industries Limited, Haier Group Corporation, Koolatron Corporation, LG Electronics Inc., Living Direct Inc. (Ferguson plc), Panasonic Corporation, Whirlpool Corporation and Whynter LLC.

#### Key Questions Answered in This Report:

How has the global portable mini fridge market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global portable mini fridge market?

What are the key regional markets?

What is the breakup of the market based on the product type?

What is the breakup of the market based on the technology?

What is the breakup of the market based on the application?

What is the breakup of the market based on the distribution channel?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global portable mini fridge market and who are the key players?

What is the degree of competition in the industry?

## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### **3 EXECUTIVE SUMMARY**

### **4 INTRODUCTION**

- 4.1 Overview
- 4.2 Key Industry Trends

### **5 GLOBAL PORTABLE MINI FRIDGE MARKET**

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

### **6 MARKET BREAKUP BY PRODUCT TYPE**

- 6.1 Less Than 1 cu. ft.
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 11.9 cu. ft.
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast
- 6.3 22.9 cu. ft.

- 6.3.1 Market Trends
- 6.3.2 Market Forecast
- 6.4 33.9 cu. ft.
  - 6.4.1 Market Trends
  - 6.4.2 Market Forecast
- 6.5 45 cu. ft.
  - 6.5.1 Market Trends
  - 6.5.2 Market Forecast

## **7 MARKET BREAKUP BY TECHNOLOGY**

- 7.1 Compressor Refrigeration
  - 7.1.1 Market Trends
  - 7.1.2 Market Forecast
- 7.2 Semiconductor Refrigeration
  - 7.2.1 Market Trends
  - 7.2.2 Market Forecast

## **8 MARKET BREAKUP BY APPLICATION**

- 8.1 Residential
  - 8.1.1 Market Trends
  - 8.1.2 Market Forecast
- 8.2 Commercial
  - 8.2.1 Market Trends
  - 8.2.2 Market Forecast

## **9 MARKET BREAKUP BY DISTRIBUTION CHANNEL**

- 9.1 Supermarkets and Hypermarkets
  - 9.1.1 Market Trends
  - 9.1.2 Market Forecast
- 9.2 Specialty Stores
  - 9.2.1 Market Trends
  - 9.2.2 Market Forecast
- 9.3 Retail Stores
  - 9.3.1 Market Trends
  - 9.3.2 Market Forecast
- 9.4 Online Stores

9.4.1 Market Trends

9.4.2 Market Forecast

9.5 Others

9.5.1 Market Trends

9.5.2 Market Forecast

## **10 MARKET BREAKUP BY REGION**

10.1 North America

10.1.1 United States

10.1.1.1 Market Trends

10.1.1.2 Market Forecast

10.1.2 Canada

10.1.2.1 Market Trends

10.1.2.2 Market Forecast

10.2 Asia-Pacific

10.2.1 China

10.2.1.1 Market Trends

10.2.1.2 Market Forecast

10.2.2 Japan

10.2.2.1 Market Trends

10.2.2.2 Market Forecast

10.2.3 India

10.2.3.1 Market Trends

10.2.3.2 Market Forecast

10.2.4 South Korea

10.2.4.1 Market Trends

10.2.4.2 Market Forecast

10.2.5 Australia

10.2.5.1 Market Trends

10.2.5.2 Market Forecast

10.2.6 Indonesia

10.2.6.1 Market Trends

10.2.6.2 Market Forecast

10.2.7 Others

10.2.7.1 Market Trends

10.2.7.2 Market Forecast

10.3 Europe

10.3.1 Germany

- 10.3.1.1 Market Trends
- 10.3.1.2 Market Forecast
- 10.3.2 France
  - 10.3.2.1 Market Trends
  - 10.3.2.2 Market Forecast
- 10.3.3 United Kingdom
  - 10.3.3.1 Market Trends
  - 10.3.3.2 Market Forecast
- 10.3.4 Italy
  - 10.3.4.1 Market Trends
  - 10.3.4.2 Market Forecast
- 10.3.5 Spain
  - 10.3.5.1 Market Trends
  - 10.3.5.2 Market Forecast
- 10.3.6 Russia
  - 10.3.6.1 Market Trends
  - 10.3.6.2 Market Forecast
- 10.3.7 Others
  - 10.3.7.1 Market Trends
  - 10.3.7.2 Market Forecast
- 10.4 Latin America
  - 10.4.1 Brazil
    - 10.4.1.1 Market Trends
    - 10.4.1.2 Market Forecast
  - 10.4.2 Mexico
    - 10.4.2.1 Market Trends
    - 10.4.2.2 Market Forecast
  - 10.4.3 Others
    - 10.4.3.1 Market Trends
    - 10.4.3.2 Market Forecast
- 10.5 Middle East and Africa
  - 10.5.1 Market Trends
  - 10.5.2 Market Breakup by Country
  - 10.5.3 Market Forecast

## **11 SWOT ANALYSIS**

- 11.1 Overview
- 11.2 Strengths



11.3 Weaknesses

11.4 Opportunities

11.5 Threats

## **12 VALUE CHAIN ANALYSIS**

## **13 PORTERS FIVE FORCES ANALYSIS**

13.1 Overview

13.2 Bargaining Power of Buyers

13.3 Bargaining Power of Suppliers

13.4 Degree of Competition

13.5 Threat of New Entrants

13.6 Threat of Substitutes

## **14 PRICE ANALYSIS**

## **15 COMPETITIVE LANDSCAPE**

15.1 Market Structure

15.2 Key Players

15.3 Profiles of Key Players

15.3.1 ARB USA

15.3.1.1 Company Overview

15.3.1.2 Product Portfolio

15.3.2 Danby Products Limited

15.3.2.1 Company Overview

15.3.2.2 Product Portfolio

15.3.3 Dometic Group AB

15.3.3.1 Company Overview

15.3.3.2 Product Portfolio

15.3.3.3 Financials

15.3.4 Engel Distribution Pty Ltd.

15.3.4.1 Company Overview

15.3.4.2 Product Portfolio

15.3.5 Godrej Industries Limited

15.3.5.1 Company Overview

15.3.5.2 Product Portfolio

15.3.5.3 Financials

### 15.3.6 Haier Group Corporation

15.3.6.1 Company Overview

15.3.6.2 Product Portfolio

### 15.3.7 Koolatron Corporation

15.3.7.1 Company Overview

15.3.7.2 Product Portfolio

### 15.3.8 LG Electronics Inc.

15.3.8.1 Company Overview

15.3.8.2 Product Portfolio

15.3.8.3 Financials

15.3.8.4 SWOT Analysis

### 15.3.9 Living Direct Inc. (Ferguson plc)

15.3.9.1 Company Overview

15.3.9.2 Product Portfolio

### 15.3.10 Panasonic Corporation

15.3.10.1 Company Overview

15.3.10.2 Product Portfolio

15.3.10.3 Financials

15.3.10.4 SWOT Analysis

### 15.3.11 Whirlpool Corporation

15.3.11.1 Company Overview

15.3.11.2 Product Portfolio

15.3.11.3 Financials

15.3.11.4 SWOT Analysis

### 15.3.12 Whynter LLC

15.3.12.1 Company Overview

15.3.12.2 Product Portfolio

## List Of Tables

### LIST OF TABLES

Table 1: Global: Portable Mini Fridge Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Portable Mini Fridge Market Forecast: Breakup by Product Type (in Million US\$), 2023-2028

Table 3: Global: Portable Mini Fridge Market Forecast: Breakup by Technology (in Million US\$), 2023-2028

Table 4: Global: Portable Mini Fridge Market Forecast: Breakup by Application (in Million US\$), 2023-2028

Table 5: Global: Portable Mini Fridge Market Forecast: Breakup by Distribution Channel (in Million US\$), 2023-2028

Table 6: Global: Portable Mini Fridge Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 7: Global: Portable Mini Fridge Market: Competitive Structure

Table 8: Global: Portable Mini Fridge Market: Key Players

## List Of Figures

### LIST OF FIGURES

- Figure 1: Global: Portable Mini Fridge Market: Major Drivers and Challenges
- Figure 2: Global: Portable Mini Fridge Market: Sales Value (in Billion US\$), 2017-2022
- Figure 3: Global: Portable Mini Fridge Market Forecast: Sales Value (in Billion US\$), 2023-2028
- Figure 4: Global: Portable Mini Fridge Market: Breakup by Product Type (in %), 2022
- Figure 5: Global: Portable Mini Fridge Market: Breakup by Technology (in %), 2022
- Figure 6: Global: Portable Mini Fridge Market: Breakup by Application (in %), 2022
- Figure 7: Global: Portable Mini Fridge Market: Breakup by Distribution Channel (in %), 2022
- Figure 8: Global: Portable Mini Fridge Market: Breakup by Region (in %), 2022
- Figure 9: Global: Portable Mini Fridge (Less Than 1 cu. ft.) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 10: Global: Portable Mini Fridge (Less Than 1 cu. ft.) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 11: Global: Portable Mini Fridge (11.9 cu. ft.) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 12: Global: Portable Mini Fridge (11.9 cu. ft.) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 13: Global: Portable Mini Fridge (22.9 cu. ft.) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 14: Global: Portable Mini Fridge (22.9 cu. ft.) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 15: Global: Portable Mini Fridge (33.9 cu. ft.) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 16: Global: Portable Mini Fridge (33.9 cu. ft.) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 17: Global: Portable Mini Fridge (45 cu. ft.) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 18: Global: Portable Mini Fridge (45 cu. ft.) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 19: Global: Portable Mini Fridge (Compressor Refrigeration) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 20: Global: Portable Mini Fridge (Compressor Refrigeration) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 21: Global: Portable Mini Fridge (Semiconductor Refrigeration) Market: Sales

Value (in Million US\$), 2017 & 2022

Figure 22: Global: Portable Mini Fridge (Semiconductor Refrigeration) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 23: Global: Portable Mini Fridge (Residential) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 24: Global: Portable Mini Fridge (Residential) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 25: Global: Portable Mini Fridge (Commercial) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 26: Global: Portable Mini Fridge (Commercial) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 27: Global: Portable Mini Fridge (Supermarkets and Hypermarkets) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 28: Global: Portable Mini Fridge (Supermarkets and Hypermarkets) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 29: Global: Portable Mini Fridge (Specialty Stores) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 30: Global: Portable Mini Fridge (Specialty Stores) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 31: Global: Portable Mini Fridge (Retail Stores) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 32: Global: Portable Mini Fridge (Retail Stores) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 33: Global: Portable Mini Fridge (Online Stores) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 34: Global: Portable Mini Fridge (Online Stores) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 35: Global: Portable Mini Fridge (Other Distribution Channels) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 36: Global: Portable Mini Fridge (Other Distribution Channels) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 37: North America: Portable Mini Fridge Market: Sales Value (in Million US\$), 2017 & 2022

Figure 38: North America: Portable Mini Fridge Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 39: United States: Portable Mini Fridge Market: Sales Value (in Million US\$), 2017 & 2022

Figure 40: United States: Portable Mini Fridge Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 41: Canada: Portable Mini Fridge Market: Sales Value (in Million US\$), 2017 & 2022

Figure 42: Canada: Portable Mini Fridge Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 43: Asia-Pacific: Portable Mini Fridge Market: Sales Value (in Million US\$), 2017 & 2022

Figure 44: Asia-Pacific: Portable Mini Fridge Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 45: China: Portable Mini Fridge Market: Sales Value (in Million US\$), 2017 & 2022

Figure 46: China: Portable Mini Fridge Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 47: Japan: Portable Mini Fridge Market: Sales Value (in Million US\$), 2017 & 2022

Figure 48: Japan: Portable Mini Fridge Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 49: India: Portable Mini Fridge Market: Sales Value (in Million US\$), 2017 & 2022

Figure 50: India: Portable Mini Fridge Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 51: South Korea: Portable Mini Fridge Market: Sales Value (in Million US\$), 2017 & 2022

Figure 52: South Korea: Portable Mini Fridge Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 53: Australia: Portable Mini Fridge Market: Sales Value (in Million US\$), 2017 & 2022

Figure 54: Australia: Portable Mini Fridge Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 55: Indonesia: Portable Mini Fridge Market: Sales Value (in Million US\$), 2017 & 2022

Figure 56: Indonesia: Portable Mini Fridge Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 57: Others: Portable Mini Fridge Market: Sales Value (in Million US\$), 2017 & 2022

Figure 58: Others: Portable Mini Fridge Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 59: Europe: Portable Mini Fridge Market: Sales Value (in Million US\$), 2017 & 2022

Figure 60: Europe: Portable Mini Fridge Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 61: Germany: Portable Mini Fridge Market: Sales Value (in Million US\$), 2017 & 2022

Figure 62: Germany: Portable Mini Fridge Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 63: France: Portable Mini Fridge Market: Sales Value (in Million US\$), 2017 & 2022

Figure 64: France: Portable Mini Fridge Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 65: United Kingdom: Portable Mini Fridge Market: Sales Value (in Million US\$), 2017 & 2022

Figure 66: United Kingdom: Portable Mini Fridge Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 67: Italy: Portable Mini Fridge Market: Sales Value (in Million US\$), 2017 & 2022

Figure 68: Italy: Portable Mini Fridge Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 69: Spain: Portable Mini Fridge Market: Sales Value (in Million US\$), 2017 & 2022

Figure 70: Spain: Portable Mini Fridge Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 71: Russia: Portable Mini Fridge Market: Sales Value (in Million US\$), 2017 & 2022

Figure 72: Russia: Portable Mini Fridge Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 73: Others: Portable Mini Fridge Market: Sales Value (in Million US\$), 2017 & 2022

Figure 74: Others: Portable Mini Fridge Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 75: Latin America: Portable Mini Fridge Market: Sales Value (in Million US\$), 2017 & 2022

Figure 76: Latin America: Portable Mini Fridge Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 77: Brazil: Portable Mini Fridge Market: Sales Value (in Million US\$), 2017 & 2022

Figure 78: Brazil: Portable Mini Fridge Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 79: Mexico: Portable Mini Fridge Market: Sales Value (in Million US\$), 2017 & 2022

Figure 80: Mexico: Portable Mini Fridge Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 81: Others: Portable Mini Fridge Market: Sales Value (in Million US\$), 2017 & 2022

Figure 82: Others: Portable Mini Fridge Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 83: Middle East and Africa: Portable Mini Fridge Market: Sales Value (in Million US\$), 2017 & 2022

Figure 84: Middle East and Africa: Portable Mini Fridge Market: Breakup by Country (in %), 2022

Figure 85: Middle East and Africa: Portable Mini Fridge Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 86: Global: Portable Mini Fridge Industry: SWOT Analysis

Figure 87: Global: Portable Mini Fridge Industry: Value Chain Analysis

Figure 88: Global: Portable Mini Fridge Industry: Porter's Five Forces Analysis



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