

Europe Portable Mini Fridges Market

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Abstracts

A portable mini fridge is the best option to keep food & beverage, cosmetic products, and medicines cool while travelling. These portable mini fridges are smaller and lighter than conventional refrigerators. Thus, consumers can set them up as per their wish, immediately after purchase. Owing to its lightweight and smaller space requirement, portable mini fridges are majorly used in the hospitality industry. Moreover, it is increasingly being used by household consumers. For instance, travelers install them in their vehicles and travel for long and short trips.

The mini fridge is gaining lot of attention, particularly among consumers who travel extensively as well as the urban dwellers who live by themselves in small apartments. Compared to the standard fridge, mini refrigerators offer several advantages owing to their convenience of use and requirement of less space. Therefore, they can be easily used in numerous such places where a normal size fridge can be difficult and inconvenient. These compact fridges are most useful in student dorms, compact flats, offices, motels, hotels, cars, and others. In 2017, the portable mini fridge market was valued at \$342.3 million, and is expected to grow at a CAGR of 3.2% in terms of value from 2017 to 2025, to reach \$440.7 million by 2025.

Portable mini fridges find use in recreational vehicles (RVs), commercial and passenger vehicles, marine cruises, and leisure yachts, and in the residential segment, where they are used by people who plan frequent outdoor short and long trips for camping, fishing, and other recreational activities. As the size of the automotive industry and leisure travel for outdoor trips is expected to increase during the forecast period, the sales of these portable, lightweight mini fridges are also expected to rise in future.

Portable mini-refrigerators are also used for medical applications. They are increasingly used for the storage and transport of medicines and vaccines by diabetes clinics, medical laboratories, state and county health departments, immunization clinics,

universities, centers for infectious disease, and governmental agencies.

In 2017, the UK accounted for the largest market share in the European portable mini fridge market, and is anticipated to dominate the market during the forecast period. Germany, France, Italy, and Russia are other major countries involved in the development and production of portable mini fridges in European region. The growth in hospitality industry in the European countries boosts the sales of portable mini fridges thereby driving the market growth. This factor, along with higher visibility of portable mini fridge offerings in various retail distribution channels and customer engagement on camping websites and social media, is boosting the sales of portable mini fridges.

The market is segmented based on type, application, and geography. Based on type, market is segmented into 1 cu ft, 1 - 1.9 cu ft, 2 - 2.9 cu ft, 3 - 3.9 cu ft and 4-5 cu ft portable mini fridges. Based on application, the market is categorized into commercial use and home use. The commercial portable mini fridges segment consists of mini fridges used in road & commercial vehicles, caravans, tug boats & transport boats, and other commercial places, such as hotels, restaurants, offices, and institutes, for cooling purposes. By country, the Europe portable mini fridge market is analyzed across Germany, the UK, France, Russia, Benelux, Italy, Spain, and Rest of Europe.

Market Dynamics:

Drivers:

The growth of hospitality industry majorly drives the sales of portable mini fridge market.

Other key factor fueling the growth of the portable mini fridges market is the rise in need for cold storage in commercial vehicles. Since road truckers and cab drivers are always traveling, they prefer eating food inside their vehicles as it helps them save money.

Increase in demand for smart & energy saving home appliances among consumers is one of the prevailing factor driving the portable mini fridge market.

Restraints:

Limitations in refrigeration efficiency and limited opportunity in residential space.

Frequent modifications in environmental regulations and norms.

Market Players:

Some of the leading manufacturers profiled in this report are Dometic Group AB (Publ), Smeg S.P.A, Signature (LG Electronics), Caldura, Rubiks Cube (Husky International), Chillquiet, Igenix, Danby, GE Appliances, and Haier Inc.

KEY TAKEAWAYS

MARKET LANDSCAPE

By Type

Less than 1 cu ft

1 - 1.9 cu ft

2 - 2.9 cu ft

3 - 3.9 cu ft

4 - 5 cu ft

By Application

Commercial Use

Home Use

By Country

Germany

UK

France

Russia

Benelux

Italy

Spain

Rest of Europe

Contents

SECTION 1 EXECUTIVE SUMMARY

- 1.1. KEY FINDINGS
- 1.2. MARKET ATTRACTIVENESS AND TREND ANALYSIS
- 1.3. COMPETITIVE LANDSCAPE AND RECENT INDUSTRY DEVELOPMENT ANALYSIS

SECTION 2 INTRODUCTION

- 2.1. REPORT DESCRIPTION
- 2.2. SCOPE AND DEFINITIONS
- 2.3. RESEARCH METHODOLOGY

SECTION 3 MARKET LANDSCAPE

- 3.1. GROWTH DRIVERS
 - 3.1.1. Impact Analysis
- 3.2. RESTRAINS AND CHALLENGES
 - 3.2.1. Impact Analysis
- 3.3. PORTERS ANALYSIS
 - 3.3.1. Bargaining power of buyers
 - 3.3.2. Bargaining power of suppliers
 - 3.3.3. Threat of substitutes
 - 3.3.4. Industry rivalry
 - 3.3.5. Threat of new entrants
- 3.4. EUROPE PORTABLE MINI FRIDGES TECHNOLOGIES MARKET SHARES ANALYSIS, 2014-2025
 - 3.4.1. Europe portable mini fridges technologies market share by type, 2014-2025
 - 3.4.2. Europe portable mini fridges technologies market share by application, 2014-2025
 - 3.4.3. Europe portable mini fridges technologies market share by geography, 2014-2025

SECTION 4 PORTABLE MINI FRIDGES MARKET BY TYPE

- 4.1. LESS THAN 1 CU FT
 - 4.1.1. Historical Market Size by Country, 2014-2016

4.1.2.Market Forecast by Country, 2017-2025

4.2.1 - 1.9 CU FT

4.2.1.Historical Market Size by Country, 2014-2016

4.2.2.Market Forecast by Country, 2017-2025

4.3.2 - 2.9 CU FT

4.3.1.Historical Market Size by Country, 2014-2016

4.3.2.Market Forecast by Country, 2017-2025

4.4.3 - 3.9 CU FT

4.4.1.Historical Market Size by Country, 2014-2016

4.4.2.Market Forecast by Country, 2017-2025

4.5.4 - 5 CU FT

4.5.1.Historical Market Size by Country, 2014-2016

4.5.2.Market Forecast by Country, 2017-2025

SECTION 5 PORTABLE MINI FRIDGES MARKET BY APPLICATION

5.1.COMMERCIAL USE

5.1.1.Historical Market Size by Country, 2014-2016

5.1.2.Market Forecast by Country, 2017-2025

5.2.HOME USE

5.2.1.Historical Market Size by Country, 2014-2016

5.2.2.Market Forecast by Country, 2017-2025

SECTION 6 PORTABLE MINI FRIDGES MARKET BY COUNTRY

6.1.OVERVIEW

6.1.1.Germany

6.1.1.1.Historical Market Size, 2014-2016

6.1.1.2.Market Forecast, 2017-2025

6.1.2.UK

6.1.2.1.Historical Market Size, 2014-2016

6.1.2.2.Market Forecast, 2017-2025

6.1.3.France

6.1.3.1.Historical Market Size, 2014-2016

6.1.3.2.Market Forecast, 2017-2025

6.1.4.Russia

6.1.4.1.Historical Market Size, 2014-2016

6.1.4.2.Market Forecast, 2017-2025

6.1.5.Benelux

- 6.1.5.1. Historical Market Size, 2014-2016
- 6.1.5.2. Market Forecast, 2017-2025
- 6.1.6. Italy
 - 6.1.6.1. Historical Market Size, 2014-2016
 - 6.1.6.2. Market Forecast, 2017-2025
- 6.1.7. Spain
 - 6.1.7.1. Historical Market Size, 2014-2016
 - 6.1.7.2. Market Forecast, 2017-2025
- 6.1.8. Rest of Europe
 - 6.1.8.1. Historical Market Size, 2014-2016
 - 6.1.8.2. Market Forecast, 2017-2025

SECTION 7 COMPANY PROFILES

- 7.1. DOMETIC GROUP AB (PUBL)
 - 7.1.1. Overview
 - 7.1.2. Financials and business segments
 - 7.1.3. Recent Developments
- 7.2. SMEG S.P.A.
 - 7.2.1. Overview
 - 7.2.2. Financials and business segments
 - 7.2.3. Recent Developments
- 7.3. SIGNATURE
 - 7.3.1. Overview
 - 7.3.2. Financials and business segments
 - 7.3.3. Recent Developments
- 7.4. CALDURA
 - 7.4.1. Overview
 - 7.4.2. Financials and business segments
 - 7.4.3. Recent Developments
- 7.5. RUBIKS CUBE
 - 7.5.1. Overview
 - 7.5.2. Financials and business segments
 - 7.5.3. Recent Developments
- 7.6. CHILLQUIET
 - 7.6.1. Overview
 - 7.6.2. Financials and business segments
 - 7.6.3. Recent Developments
- 7.7. IGENIX

7.7.1.Overview

7.7.2.Financials and business segments

7.7.3.Recent Developments

7.8.DANBY

7.8.1.Overview

7.8.2.Financials and business segments

7.8.3.Recent Developments

7.9.GE APPLIANCE

7.9.1.Overview

7.9.2.Financials and business segments

7.9.3.Recent Developments

7.10.HAIER INC

7.10.1.Overview

7.10.2.Financials and business segments

7.10.3.Recent Developments

List Of Tables

LIST OF TABLES

TABLE 1. PORTABLE MINI FRIDGES: LESS THAN 1 CU FT MARKET VALUE BY SUBTYPES, 2017-2025, \$MILLION

TABLE 2. PORTABLE MINI FRIDGES: 1 - 1.9 CU FT MARKET VALUE BY SUBTYPES, 2017-2025, \$MILLION

TABLE 3. PORTABLE MINI FRIDGES: 2 - 2.9 CU FT MARKET VALUE BY SUBTYPES, 2017-2025, \$MILLION

TABLE 4. PORTABLE MINI FRIDGES: 3 - 3.9 CU FT MARKET VALUE BY SUBTYPES, 2017-2025, \$MILLION

TABLE 5. PORTABLE MINI FRIDGES: 4 - 5 CU FT MARKET VALUE BY SUBTYPES, 2017-2025, \$MILLION

TABLE 6. PORTABLE MINI FRIDGES: COMMERCIAL USE MARKET VALUE BY SUBTYPES, 2017-2025, \$MILLION

TABLE 7. PORTABLE MINI FRIDGES: HOME USE MARKET VALUE BY SUBTYPES, 2017-2025, \$MILLION

TABLE 8. DOMETIC GROUP AB (PUBL) - COMPANY SNAPSHOT

TABLE 9. SMEG S.P.A - COMPANY SNAPSHOT

TABLE 10. SIGNATURE - COMPANY SNAPSHOT

TABLE 11. CALDURA - COMPANY SNAPSHOT

TABLE 12. RUBIKS CUBE - COMPANY SNAPSHOT

TABLE 13. CHILLQUIET - COMPANY SNAPSHOT

TABLE 14. IGENIX - COMPANY SNAPSHOT

TABLE 15. DANBY - COMPANY SNAPSHOT

TABLE 16. GE APPLIANCE - COMPANY SNAPSHOT

TABLE 17. HAIER INC - COMPANY SNAPSHOT

List Of Figures

LIST OF FIGURES

FIGURE 1. PORTABLE MINI FRIDGES: EUROPE MARKET VALUE, 2014-2016, \$MILLION

FIGURE 2. PORTABLE MINI FRIDGES: GERMANY MARKET VALUE, 2014-2016, \$MILLION

FIGURE 3. PORTABLE MINI FRIDGES: GERMANY MARKET VALUE, 2017-2025, \$MILLION

FIGURE 4. PORTABLE MINI FRIDGES: UK MARKET VALUE, 2014-2016, \$MILLION

FIGURE 5. PORTABLE MINI FRIDGES: UK MARKET VALUE, 2017-2025, \$MILLION

FIGURE 6. PORTABLE MINI FRIDGES: FRANCE MARKET VALUE, 2014-2016, \$MILLION

FIGURE 7. PORTABLE MINI FRIDGES: FRANCE MARKET VALUE, 2017-2025, \$MILLION

FIGURE 8. PORTABLE MINI FRIDGES: RUSSIA MARKET VALUE, 2014-2016, \$MILLION

FIGURE 9. PORTABLE MINI FRIDGES: RUSSIA MARKET VALUE, 2017-2025, \$MILLION

FIGURE 10. PORTABLE MINI FRIDGES: BENELUX MARKET VALUE, 2014-2016, \$MILLION

FIGURE 11. PORTABLE MINI FRIDGES: BENELUX MARKET VALUE, 2017-2025, \$MILLION

FIGURE 12. PORTABLE MINI FRIDGES: ITALY MARKET VALUE, 2014-2016, \$MILLION

FIGURE 13. PORTABLE MINI FRIDGES: ITALY MARKET VALUE, 2017-2025, \$MILLION

FIGURE 14. PORTABLE MINI FRIDGES: SPAIN MARKET VALUE, 2014-2016, \$MILLION

FIGURE 15. PORTABLE MINI FRIDGES: SPAIN MARKET VALUE, 2017-2025, \$MILLION

FIGURE 16. PORTABLE MINI FRIDGES: REST OF EUROPE MARKET VALUE, 2014-2016, \$MILLION

FIGURE 17. PORTABLE MINI FRIDGES: REST OF EUROPE MARKET VALUE, 2017-2025, \$MILLION

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