



Refrigeration Appliances in Romania

February 2026

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WHAT'S NEXT?

Consumers drive growth with premium and eco-friendly demands

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Eco-friendly innovations and smart features shape the future

COMPETITIVE LANDSCAPE

Beko Corp maintains leadership through innovation and expansion

Mergers and acquisitions reshape the competitive landscape

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Chained appliance specialists drive offline retail dominance

E-commerce gains traction with AI-driven personalisation

No emerging retail brands or concepts in 2026

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Electrolux drives premiumisation with innovative fridge-freezers

Premium features and eco-friendly innovations drive sales

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