

High-end home appliance sales enjoy healthy growth

A result of increased purchasing power, changing tastes and fashion among citizens



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The demand for premium brand refrigerators, televisions, air conditioners, and other home appliances has soared each year despite increasing prices thanks to the unique features offered by such products. With people becoming more health and fashion conscious by the day, they now prefer quality, modern products, according to market players. Besides, the rising purchasing power of middle class people is also behind the growing demand as the sales of high

priced home appliances has increased by more than 20 per cent annually. However, most of these sales come from urban areas, not the country's rural regions. "The price of a product depends on many things, such as the use of modern technology to improve quality," said Saikat Azad, marketing manager of Transcom Electronics. The company retails the home appliances of foreign brands such as Whirlpool, Hitachi, Transtec, and Samsung. Azad went on to say that premium

brand refrigerators have increased prices since they feature inverter technology. "But this technology helps the user cut costs on energy use as well," he added. A fridge's freezing quality is also considered when deciding its price range. For example, high-end refrigerators have a non-frost facility that preserves the food without freezing it solid. This way, the food's texture remains the same and is easier to cook. As a part of these measures to help preserve food for longer, premium brand freezers have advanced filter technology that prevents bacteria from causing rot while moisture levels are maintained to keep vegetables fresh for up to 14 days. "People once did not realise the importance of a good refrigerator but since things have changed, the sale of high-end freezers has grown by over 20 per cent or even 40 per cent annually in some cases," Azad said. Transcom locally assembles the products of foreign brands so that these products can be provided at lower prices, he added. Manzurul Karim, general manager of Esquire Electronics, which retails the refrigerators of Japanese brand Sharp, echoed the same. "As peoples' incomes are rising, many of them prefer world-class products," he said. All premium brand refrigerators have unique features which ultimately influence people to buy them as they help preserve the real taste, moisture and smell of products for a certain period of time. "Our bacterial killing technology has the ability to thwart Covid-19 in 93 per cent of the cases," he added.

Performance, durability, quality and unique features are the main reasons behind the high price of global brands, according to ASM Muntasir Chowdhury, head of products and marketing at Butterfly Group. "We follow the value for money approach, which means value addition leads to increased prices and if it costs more now, it will give more productivity

"Our high priced refrigerator and air conditioner sales have risen by more than 25 per cent every year," said Anisur Rahman Mallik, chief executive officer of Walton Group's refrigerator division. "Meanwhile, the growth rate for high priced washing machine and television sales is much higher," he added. There are many reasons other than increased purchasing power behind the

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in the future," he said. Chowdhury gave an example of two new features in an LG refrigerator, where you can see the unit's contents by knocking twice on the door. In addition, its door-in-door facility allows users to collect their desired bottles of water or the like without having to open the full door. These two features help save electricity and show how value addition increases prices but is ultimately cost-effective in the long-run, he said. Similarly, Singer Bangladesh says that its side-by-side refrigerators that boast sleek designs are able to rapidly cool stored food, which is ideal for preserving flavour as well as nutritional value. The company retails side-by-side refrigerators with capacities ranging from 436 litres to 521 litres. Singer is the sole local distributor for the EU's top home appliance brand, Beko.

rising demand. For example, fashion choices, lifestyle changes, attractive payment facilities, and the use of modern technology all play a part. "The demand for all high priced home appliances has risen by over 20 per cent on average each year due to their premium quality," said Nurul Afser, deputy managing director of Electro Mart. The company's top selling products are Gree air conditioners. People once wanted these products at cheap prices but things are different now since they have more purchasing power. They want to upgrade their status by using better appliances for convenience while rising environmental and health consciousness have also influenced sales. "The demand for these products is higher in the cities than in rural areas," Afser added.

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& Other Products
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Discount
through Scratch Cards

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to get
100%
Discount

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a Singer fridge
by paying only
Tk. 2,000
per month

SINGER Side by Side No-Frost Refrigerators

No-Frost
FF2-69
521 Litre
Monthly Tk. 8,383

No-Frost
FF2-69D
521 Litre
Monthly Tk. 7,923

No-Frost
FF2-55
436 Litre
Monthly Tk. 6,700

beko Side by Side Refrigerators

No-Frost
GN163130ZGB
558 Litre
Monthly Tk. 13,331

No-Frost
ASDL251B
558 Litre
Monthly Tk. 11,772

SINGER No Frost Refrigerators

Top Mounted
SFT470WB
432 Litre
Monthly Tk. 5,516

Top Mounted
SFT360WB1
321 Litre
Monthly Tk. 4,425

beko No Frost Refrigerators

Bottom Mounted
RCNT340E20ZW
323 Litre
Monthly Tk. 4,324

Top Mounted
RDNT440E20ZW
392 Litre
Monthly Tk. 5,181

SINGER No Frost Refrigerators

Top Mounted
SFT360WB
321 Litre
Monthly Tk. 4,035

SINGER Direct Cool Refrigerators

Top Mounted
BCD-333R
333 Litre
Monthly Tk. 3,194

Top Mounted
G-BCD-290
290 Litre
Monthly Tk. 3,791

Top Mounted
BCD-273R
273 Litre
Monthly Tk. 2,999

Top Mounted
BCD-243R
243 Litre
Monthly Tk. 2,874

SINGER Chest Freezers

BD-116-GL-GY
116 Litre
Monthly Tk. 1,402

BD-142-GL
138 Litre
Monthly Tk. 1,971

BD-215-GL
205 Litre
Monthly Tk. 2,321

BD-251-GL-GY
251 Litre
Monthly Tk. 2,508

BD-290-GL-GY
290 Litre
Monthly Tk. 2,757

BD-380-GL
380 Litre
Monthly Tk. 3,389

SINGER Direct Cool Refrigerators

Top Mounted
G-BCD-238
238 Litre
Monthly Tk. 3,295

Bottom Mounted
DD2-29-BG
229 Litre
Monthly Tk. 2,812

Top Mounted
BCD-218R-PG
218 Litre
Monthly Tk. 2,493

Bottom Mounted
BCD-208R
208 Litre
Monthly Tk. 2,516

Top Mounted
BCD-198R
198 Litre
Monthly Tk. 2,321

Top Mounted
BCD-178R
178 Litre
Monthly Tk. 2,142

Top Mounted
DF2-18
138 Litre
Monthly Tk. 1,635

SINGER VC Cooler

VC Cooler
SC-250BX
250 Litre
Monthly Tk. 3,326

SINGER Ice-Cream Freezer

SINGER-ICF-396A
286 Litre
Monthly Tk. 3,716

SINGER Direct Cool Refrigerator

Top Mounted
BCD-243R-BJY
243 Litre
Monthly Tk. 3,038

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