



BANGLADESH'S REFRIGERATOR INDUSTRY

Eyes Global Expansion

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Bangladesh's refrigerator industry has undergone a striking transformation over the past decade and a half, evolving from an import-dependent market into a predominantly local manufacturing powerhouse by 2025-26. What was once a sector reliant on foreign brands and imported components has matured into one of the country's most promising industrial segments, with an estimated market size of Tk 7,350 crore.

The industry's expansion has been driven by rapid urbanisation, nationwide electrification, rising per capita income and growing rural penetration. Increasing consumer awareness, improved living standards and the availability of competitively priced locally manufactured models have further accelerated adoption. Today, nearly 60 percent of Bangladeshi households own a refrigerator – a remarkable shift from the situation a decade ago, when penetration rates were significantly lower.

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