

Refrigerators,
freezers and other
refrigerating or
freezing equipment

HS Code 8418

TRADE FOCUSED PRODUCT REPORTS

REFRIGERATORS, FREEZERS AND OTHER
REFRIGERATING OR FREEZING EQUIPMENT

HS Code 8418

MARCH 2024



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This report was developed with the support of the "Trade for Employment" project implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) and the Kingdom of the Netherlands.

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Glossary of terms and abbreviations

Export concentration

This index measures, for each product, the degree of export market concentration by country of origin. It tells us if a large share of commodity exports is accounted for by a few countries or, on the contrary, if exports are well distributed among many countries. The index ranges from 0 to 1, with higher values indicating more market concentration.

Gulf Cooperation Council (GCC) Standardization Organization (GSO)

Gulf Cooperation Council (GCC) member countries created the GSO as a mechanism for developing food and non-food standards. GSO food-related technical regulations and standards serve as the main point of reference for food imports into the Gulf region. Codex Alimentarius, the International Organization for Standardization (ISO), the European Food Safety Agency (EFSA) and the U.S. Food and Drug Administration (FDA) serve as reference points for GSO standards and technical regulations.

HS (Harmonized System) codes

A standardised number classification system for traded goods. It is used by customs officials around the world to identify products for the purpose of applying duties and taxes, as well as for statistical purposes.

Market concentration

Market concentration determines the extent to which countries or firms hold market share. It is frequently used as a measure for the level of competitiveness. Measured on different scales and ranges, the general rule is the higher the score, the greater the level of competitiveness.

In respect to the Shannon Entropy scoring used by the Observatory of Economic Complexity and referenced in the report, the closer the number is to 1, the greater the concentration of just a small number of players and the lower the competitiveness. A score of about 4 for refrigerators and freezers, HS code 8418—as stated in this study—indicates a less fragmented marketplace and does appear to represent a small number of competitors, reflecting exports from approximately 19 competing countries.

MFN (Most Favoured Nation) tariff

Tariffs imposed by WTO (World Trade Organization) members on importing goods from other WTO members in the lack of a preferential trade agreement.

Nes (Not elsewhere specified)

Not elsewhere specified (or indicated for NESOI) is stated for an item that is not mentioned elsewhere in a classification system.

**NTM (non-tariff measure)**

Import and export regulations that reflect conditions of market access other than tariffs. They include numerous regulatory requirements such as health restrictions for food quality, packaging guidelines, minimum safety standards for produced goods, etc.

PCI (Product Complexity Index)

PCI ranks the breadth and sophistication of know-how required in manufacture. High PCI scores indicate that a product requires significant expertise and particular resources for its production, such as advanced machinery. Goods with a high PCI value, representing a complexity that only a few countries can undertake, include electronics and chemicals. Conversely, a low score suggests that many countries can produce the item, like basic agricultural goods or petroleum. The score's level depends on various factors.

Preferential tariffs

A tariff applied to a product that is less than the MFN levy due to the existence of a preferential trade agreement. This could be a bilateral advantageous trading arrangement or a single system of favours, such as the United States GSP (generalised system of preferences).

Self-sufficiency ratio

The self-sufficiency ratio defines a country's ability to provide for itself and represents the percentage of consumed food that is correspondingly produced within its territory. It can be measured for a specific good, such as wheat or tomatoes, to assess a country's capacity to produce according to its needs. The formula for calculating the ratio, in terms of production and trade, is:

$\text{Production} \times 100 / (\text{Production} + \text{Imports} - \text{Exports})$.



Product descriptions by HS 6-digit code

HS 841810 – Combined refrigerator-freezers, with separate external doors or drawers, ...

Refrigerators with both refrigeration and freezing functions. They have separate external doors for the refrigerator and freezer compartments. The capacity of the combined units is at least 340 litres.

HS 841869 – Refrigerating or freezing equipment (excl. refrigerating and freezing furniture)

Refrigerating or freezing equipment used for cooling or freezing purposes, excluding furniture with built-in refrigeration or freezing capabilities. The equipment can be either electrically powered or use other methods for cooling or freezing. Examples include specialised refrigerators, freezers, and heat pumps (excluding air-conditioning machines).

HS 841899 – Parts of refrigerating or freezing equipment and heat pumps...

Parts and components related to refrigeration, freezing, and heat pump equipment. Includes compressors, condensers, expansion valves, evaporators, and receivers.



HS 841850 – Furniture "chests, cabinets, display counters, show-cases and the like" for storage...

Furniture that integrates both refrigeration and freezing equipment. These pieces of furniture are designed for storage and display purposes and are primarily used in bars and restaurants. This category excludes combined refrigerator-freezers with separate external doors, household refrigerators, and freezers of the chest type, capacity ≤ 800 litres or upright type, capacity ≤ 900 litres.

HS 841861 – Heat pumps (excl. air conditioning machines of heading 8415)

Heat pumps that utilise compression technology. These heat pump units have condensers that function as heat exchangers. This excludes reversible heat pumps capable of changing both temperature and humidity.

HS 841821 – Household refrigerators, compression-type

Household refrigerators that operate using compression technology to maintain the desired temperature inside the refrigerator compartment. These refrigerators are designed for residential use and have a capacity of up to 184 litres.

Explanatory note

In respect to Jordan's trade data reported in this study, significant discrepancies were identified between category exports and imports, when using the trade statistics database employed in the research, namely ITC Trade Map, which in turn accesses UNCTAD and WTO data.

Fundamentally, here, Jordan's export data varies from that recorded by importing countries – exemplified by the priority markets in this report, the United Arab Emirates, Saudi Arabia and the United States. It is for this reason that when it comes to assessing Jordan's exports in refrigerators and freezers (HS 8418), import data reported by Jordan's partners (referred to as Mirror data in ITC database) is broadly utilised to maintain consistency throughout.



Executive summary

Several factors continue to propel growth in the global market for refrigerators and freezers, categorised under HS 8418. Notable demand drivers impacting the category include the rising demand for energy-efficient, sustainable and eco-friendly home appliances, increasing preference for smart refrigerators and growing consumption of frozen food products. Additionally, growing urbanisation in emerging markets and rising disposable incomes further add to growth in the category.

In 2023, global consumption of refrigerators and freezers was estimated to be 188.4 million units, reflecting an increase of 12% between 2018 and 2023, and 3% growth compared to 2020. In value terms, worldwide refrigerator and freezer revenue refrigerators was estimated at \$117 billion in 2023. The market is further projected to experience an annual growth rate of 4%, reaching \$141.3 billion in revenues by 2028.

Average revenue per household in the refrigerators and freezers market was estimated at \$53.08 in 2023 and is predicted to reach \$59.66 by 2028. In the coming years, the market is anticipated to exhibit a volume growth of 2.1% in 2025 and is further expected to reach 206.4 million units by 2028.

Worldwide exports of refrigerators and freezers categorised under HS 4818 amounted to \$60.7 billion in 2022. China was the largest exporter in 2022 at \$15 billion, followed by Mexico at \$7 billion and Italy at \$4.3 billion; together accounting for 43% of category exports in 2022.

The United States at \$14.97 billion, Germany at \$4.2 billion and France at \$2.8 billion were the largest importers in 2022, together claiming 35% of global category imports in 2022.

Jordan stood at 52nd in the global refrigerators and freezers export rankings during 2022, when the country's category trade was valued at \$43.4 million, reflecting a world share of around 0.07%. Notably, the Hashemite Kingdom's exports grew significantly, by 114%, between 2018 and 2022. Here, household refrigerators or freezers (HS 841869) constituted the most traded sub-category in 2022. Saudi Arabia was the leading export market for Jordanian products, valued at \$19.3 million, followed by the United States at \$11.4 million and the United Arab Emirates at \$9.4 million; together accounting for 92% of the Hashemite Kingdom's refrigerators and freezers exports in 2022.

Regarding the priority markets in this study, import trade saw broadly significant growth between 2018 and 2022. Imports of refrigerators and freezers grew by 47% for the United Arab Emirates, 33% for Saudi Arabia and 54% for the United States between 2018 and 2022.

Furthermore, in trade with Jordan, refrigerator and freezer imports among the priority markets recorded a significant increase when compared to 2020; by about 60% for the United Arab Emirates, 172% for Saudi Arabia and 135% for the United States, reflecting prospects that these markets present.



Product overview



Production and consumption

Global consumption of refrigerators stood at 168 million units in 2018 and was estimated to be 188.4 million in 2023—showcasing growth of 12% between 2018 and 2023—and a 3% growth when compared 2020. Looking ahead, the global refrigerators market is anticipated to exhibit a volume growth of 2.1% in 2025 and is further expected to reach 206.4 million units in 2028.¹

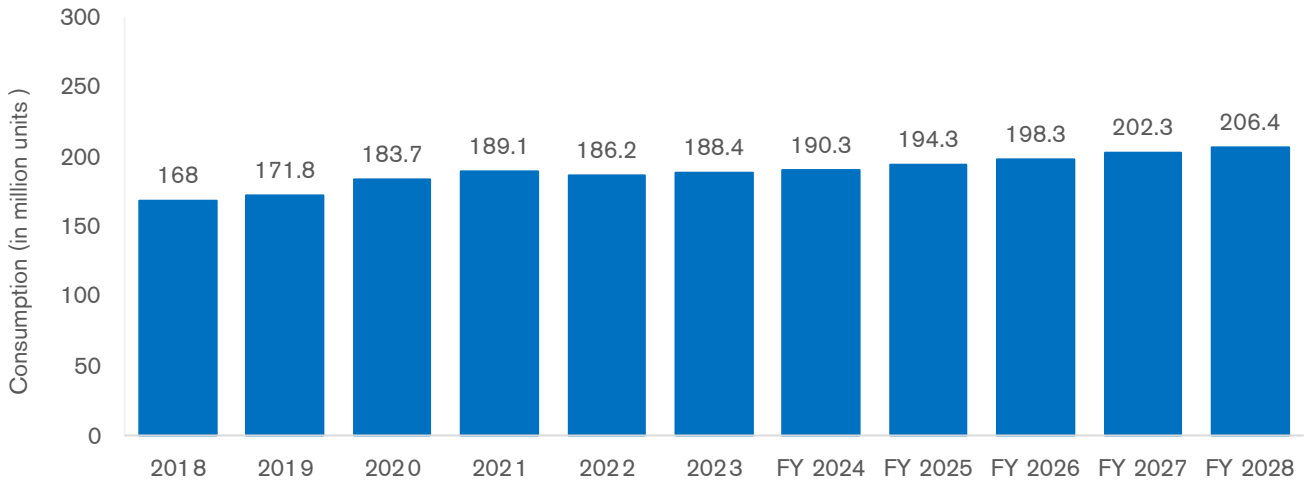


Chart 1 World refrigerators consumption, in million units, 2023

In value terms, global refrigerators market revenues were estimated at \$117 billion in 2023. The market is further projected to experience an annual growth rate of 4% between 2024 and 2028, reaching \$141.3 billion in 2028. For households, average revenue per household in the refrigerators market was estimated at \$53.08 in 2023 and is predicted to reach \$59.66 by 2028.² Market growth is mainly driven by demand for energy-efficient, sustainable and eco-friendly home appliances, increasing preference for smart refrigerators and growing consumption of frozen food products. Additionally, increasing population and growing urbanisation in emerging markets further add to growth in the category.

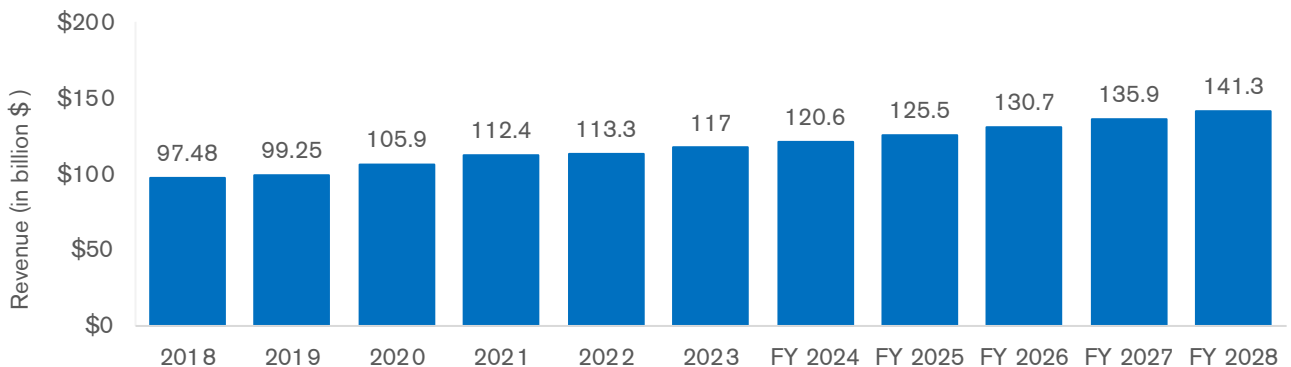


Chart 2 World refrigerators market value by revenue, 2023

¹ Statista (2023) Refrigerators - Worldwide [online] at: <https://www.statista.com/outlook/cmo/household-appliances/major-appliances/refrigerators/worldwide>

² Statista (2023) Refrigerators - Worldwide [online] at: <https://www.statista.com/outlook/cmo/household-appliances/major-appliances/refrigerators/worldwide#revenue>



Average global prices of refrigerators stood at \$580 per unit in 2018 and was estimated to be \$620 per unit in 2023, increasing by 7% between 2018 and 2023. Looking ahead, average global prices of refrigerators is anticipated to increase to \$680 per unit by 2028.³

Exports and imports

China with a trade value of \$15 billion in 2022 dominated the global refrigerators and freezers (HS 8418) exports, accounting for 25% of a global market valued at \$60.7 billion in 2022.⁴ Following some distance behind were Mexico at \$7 billion and Italy at \$4.3 billion, together claiming a 19% share of the global market. Between 2018 and 2022, the export value of refrigerators and freezers increased at a compound annual growth rate (CAGR) of 5.8%.⁵

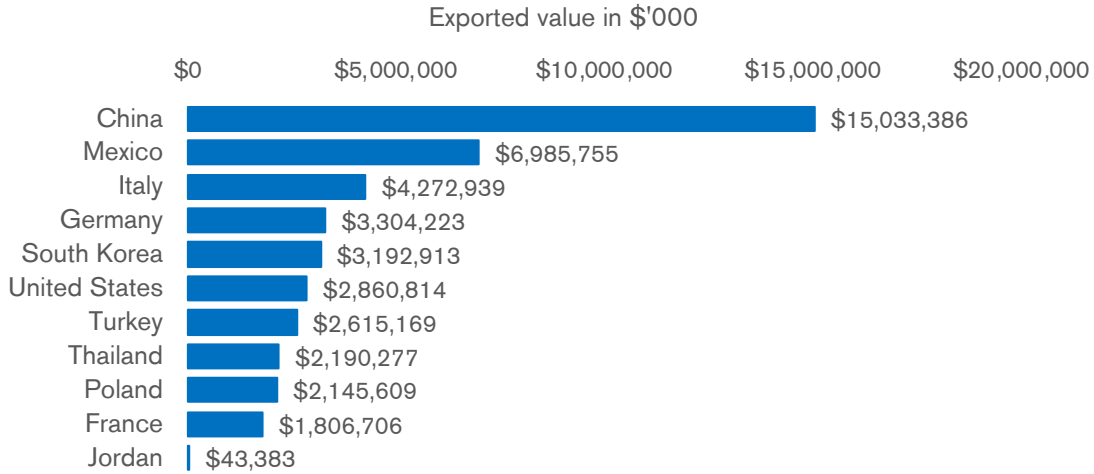


Chart 3 Top refrigerators and freezers, HS code 8418 exporters by value in 2022, in \$'000

In 2022, the United States was the largest refrigerators and freezers importer by value, accounting for 24%, \$14.97 billion, of global trade in 2022.⁶ Germany and France followed in the global import standings, collectively contributing 11% to global imports in 2022. Their imports in 2022 reached \$4.17 billion and \$2.83 billion, respectively.

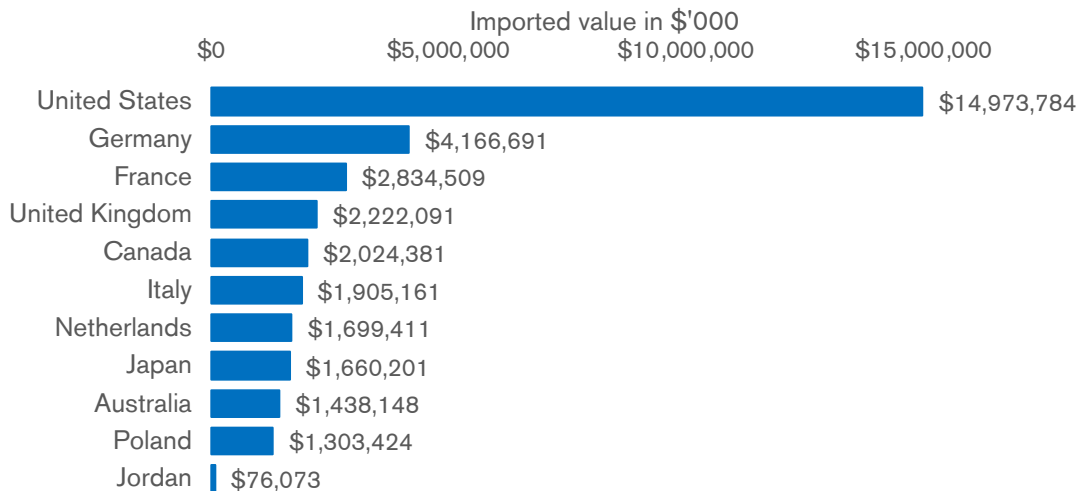


Chart 4 Top refrigerators and freezers, HS code 8418 importers by value in 2022, in \$'000

³ Statista (2023) Refrigerators - Worldwide [online] at: <https://www.statista.com/outlook/cmo/household-appliances/major-appliances/refrigerators/worldwide#price>
⁴ ITC (2022). Trade Map - List of exporters for the selected product in 2022 (Refrigerators, freezers and other refrigerating or freezing equipment, electric or other...) [online] Available at: https://www.trademap.org/Country_SelProduct_TS.aspx?nvpm=1%7c%7c%7c%7c%7c8418%7c%7c%7c4%7c1%7c1%7c2%7c2%7c1%7c2%7c1%7c1%7c1
⁵ The Compound Annual Growth Rate (% CAGR) has been calculated based on the annual growth rate of Refrigerators, freezers and other refrigerating or freezing equipment, electric or other global exports, utilising data sourced from ITC spanning the years 2018 to 2022. This measurement gives us a yearly growth rate, ironing out any ups and downs to present a stable, year-over-year growth rate.
⁶ ITC (2022). Trade Map - List of importers for the selected product in 2022 (Refrigerators, freezers and other refrigerating or freezing equipment, electric or other....). [online] Available at: https://www.trademap.org/Country_SelProduct_TS.aspx?nvpm=1%7c%7c%7c%7c%7c8418%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c2%7c1%7c1%7c1



Market dynamics



Demand and supply trends, HS 8418 Refrigerators and freezers

Growing inclination of consumers toward frozen foods to fuel market growth

The growing trend in frozen food consumption is expected to positively impact the refrigerator market, driving demand for refrigerator models. Consumer demand for frozen food has risen significantly, owing to increasingly fast and busy lifestyles.

Increasing urbanisation and middle-income households in emerging economies to drive demand

Growing urban population, rising smaller households and increasing middle-income populations in emerging economies are contributing to the growth of the refrigerator market. Moreover, the rise in disposable income of consumers in the emerging economies will continue to add to the growth of the refrigerators market going forward.

Urbanisation leads to smaller living spaces and demand for more compact appliances

Urbanisation leads to smaller living spaces, driving demand for compact appliances and food storage solutions, owing to increasingly fast and busy lifestyles.

Increasing demand for sustainable and eco-friendly home appliances

Consumers are increasingly seeking eco-friendly electrical goods that prioritise high energy efficiency and minimise their environmental impact over time. Governments worldwide are also implementing various sustainability initiatives to raise consumer awareness of the benefits associated with energy-efficient products. In response, key players in the market are continuously increasing their R&D investments, a trend that will continue to propel innovation and impact demand in the global refrigerator market.⁷

Growing demand for smart refrigerators to amplify product innovation and drive growth

Increasing demand for premium features, focus on connectivity and evolving consumer needs for digital experience and convenience is driving innovation in the refrigerator sector. This trend is driving the demand for smart refrigerators. The global smart refrigerator market size is estimated at \$3.61 billion in 2024, and is expected to reach \$4.22 billion by 2029.⁸ Smart refrigerators powered by Artificial Intelligence (AI), offer consumers benefits, including automatic temperature control, voice-activated commands, and built-in touchscreen interfaces.

⁷ Mordor Intelligence (2024) Smart Refrigerator Market Analysis. [Online] at <https://www.mordorintelligence.com/industry-reports/smart-refrigerator-market>

⁸ Fortune Business Insights (2024) Refrigerator Market Size. [Online] at <https://www.fortunebusinessinsights.com/refrigerator-market-102686>



Market concentration and product complexity

Market concentration

A Shannon Entropy value of 4.29 in 2022 for refrigerators and freezers, HS code 8418—as stated in this study—indicates a less fragmented marketplace and does appear to represent a relatively small number of competitors, reflecting exports from approximately 19 competing countries.⁹

Product complexity score

The product complexity score of 0.42 for refrigerators and freezers in 2022, ranking the category 404 out of 1033 in the HS 4 classifications, indicates that the products are moderately complex to produce. This is further supported by scores at the HS6 levels with two-thirds of the products recording between 0.20 to 1.29.¹⁰

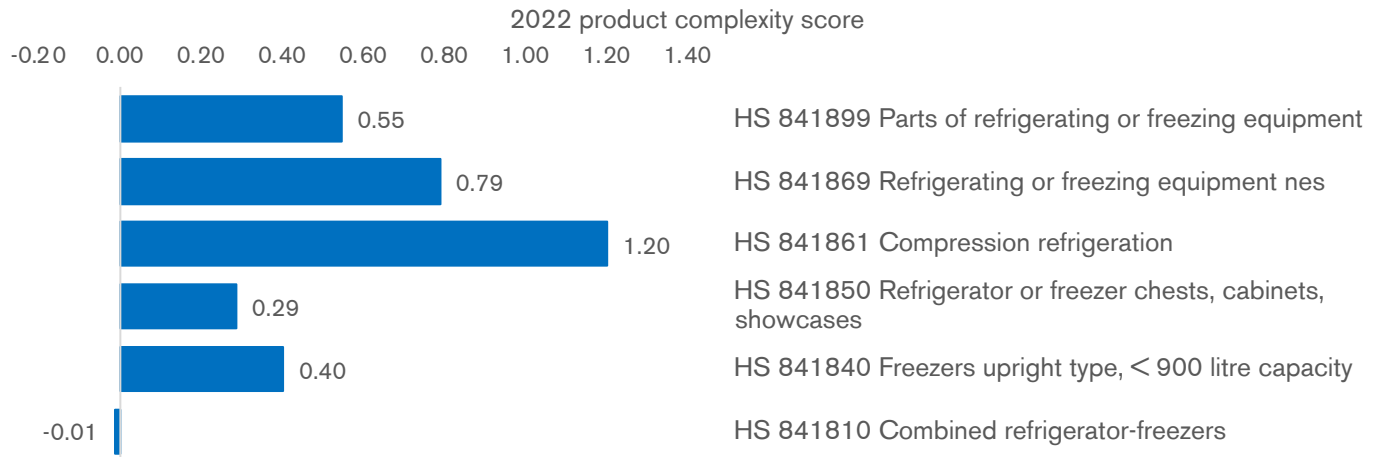


Chart 5 Refrigerators and freezers (HS 8418) complexity scores on the HS6 level in 2022

Regarding historical progress in the Product Complexity Index (PCI), refrigerators and freezers (HS 8418) scores remain moderately flat between 2012 and 2022 and ranges from 0.17 to 0.59, suggesting a level of product complexity. Since 2012, compression refrigeration (HS 841861) maintains the most complex product sub-category while chest type refrigerators (HS 841830) and refrigerators including non-electric (HS 841829) represent the least complex product sub-category.¹¹

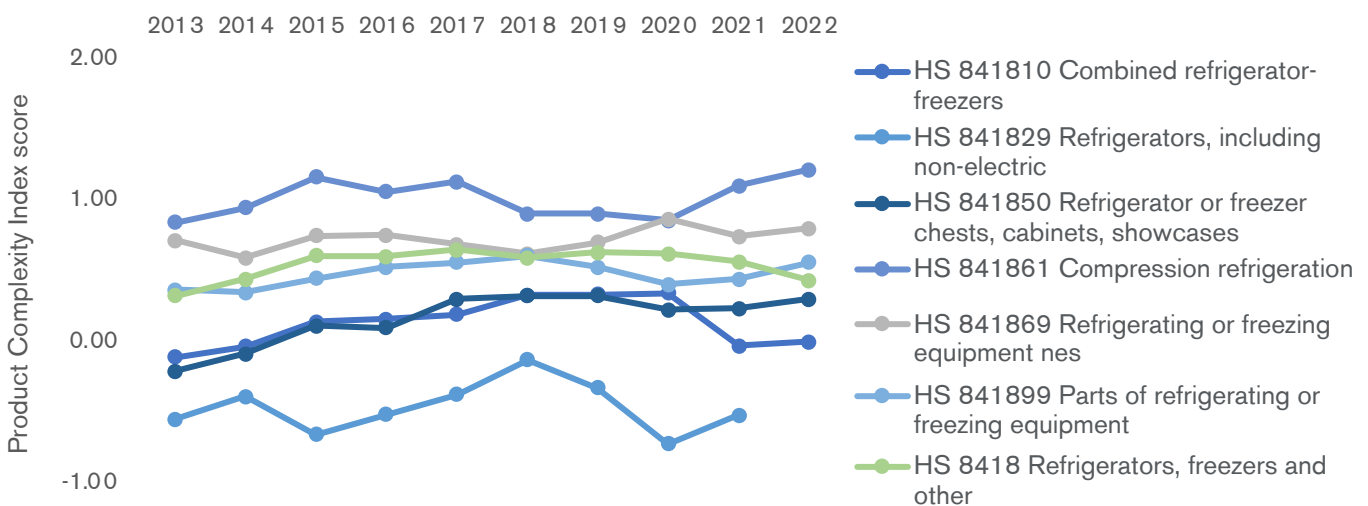


Chart 6 Refrigerators and freezers (HS 8418) product complexity 2012 to 2022

⁹ OEC (2021). Refrigerators, freezers and other refrigerating or freezing equipment, electric or other.. [online] Available at: <https://oec.world/en/profile/hs/refrigerators>

¹⁰ OEC (2021). Refrigerators, freezers and other refrigerating or freezing equipment, electric or other.. [online] Available at: <https://oec.world/en/rankings/pci/hs4/hs92?tab=ranking>

¹¹ OEC (2021). Product Rankings, [online] Available at: <https://oec.world/en/rankings/pci/hs6/hs92?tab=ranking>

World trade statistics by refrigerators and freezers category on the HS6 level ¹²

Colour key
Jordan represents > 10% of 2022 world exports
Jordan represents > 1% and <5% of 2022 world exports
Jordan represents > 0% and <1% of 2022 world exports
Exports from Jordan not in evidence in 2022

HS Code	2022 world exports	2022 top export value and territory	2022 top import value and territory	Jordan 2022 export value	Jordan's share in global export markets
<u>841810</u> Combined refrigerator-freezers, with separate external doors or drawers, or combinations thereof	\$18.05 billion	\$4.81 billion Mexico	\$8.14 billion United States	\$2.44 million	0.0135%
<u>841869</u> Refrigerating or freezing equipment (excl. refrigerating and freezing furniture)	\$11.35 billion	\$2.27 billion China	\$2.28 billion United States	\$8.69 million	0.0765%
<u>841899</u> Parts of refrigerating or freezing equipment and heat pumps...	\$8.23 billion	\$1.87 billion China	\$1.41 billion United States	\$629,000	0.008%
<u>841850</u> Furniture "chests, cabinets, display counters, show-cases and the like" for storage and display, ...	\$7.69 billion	\$1.84 billion China	\$1.41 billion United States	\$5.23 million	0.068%
<u>841861</u> Heat pumps (excl. air conditioning machines of heading 8415)	\$5.64 billion	\$1.16 billion China	\$784.33 million Germany	\$824,000	0.015%
<u>841821</u> Household refrigerators, compression-type	\$4.56 billion	\$1.58 billion China	\$645.92 million United States	\$154,000	0.0034%
<u>841840</u> Freezers of the upright type, of a capacity <= 900 l	\$2.20 billion	\$514.94 million China	\$535.12 million United States	\$336,000	0.0152%
<u>841830</u> Freezers of the chest type, of a capacity <= 800 l	\$1.95 billion	\$1.24 million China	\$421.87 million United States	\$69,000	0.0035%
<u>841829</u> Household refrigerators, absorption-type	\$573.38 million	\$281.81 million China	\$45.46 million Germany	\$448,000	0.078%
<u>841891</u> Furniture designed to receive refrigerating or freezing equipment	\$247.53 million	\$29 million Germany	\$38.48 million United States	\$4,000	0.0016%

Table 1 Refrigerators and freezers, export and import statistics and Jordan export market share

¹² Where the methodology in this report has been to utilise partner country data for Jordan's trade statistics, this is not available with HS6 classifications as given in Table 1 and Table 2. Here, export statistics reported for Jordan are as such those recorded by Jordan's Customs Department and displayed on ITC Trade Map. The sum of the export values for the HS6 level will therefore not equal the export data reported for Jordan in subsequent sections.

Refrigerators and freezers, HS 8418 in the context of Jordanian exports

Jordan's total refrigerators and freezers exports grew by 114% between 2018 and 2022, increasing from \$20.3 million to \$43.4 million in 2022.¹³ At the product category level, household refrigerators or freezers (HS 841869) were Jordan's largest export (85%) of the category in 2022, valued at \$8.69 million.¹⁴

HS Code	PRODUCT LABEL	2018	2019	2020	2021	2022
841869	Refrigerating or freezing equipment	\$2,832,000	\$4,892,000	\$1,977,000	\$1,718,000	\$8,688,000
841850	Furniture chests, cabinets, show-cases....	\$2,138,000	\$3,791,000	\$3,981,000	\$8,114,000	\$5,230,000
841810	Combined refrigerator-freezers...	\$208,000	\$129,000	\$186,000	\$245,000	\$2,435,000
841861	Heat pumps, excl. air conditioning machines	\$855,000	\$93,000	\$4,954,000	\$3,249,000	\$824,000
841899	Parts of refrigerating or freezing equipment...	\$671,000	\$138,000	\$5,518,000	\$2,023,000	\$629,000
841829	Household refrigerators, absorption-type	\$162,000	\$26,000	\$232,000	\$98,000	\$448,000
841840	Freezers of the upright type, of a capacity <= 900 l	\$181,000	\$279,000	\$118,000	\$223,000	\$336,000
841821	Household refrigerators, compression-type	\$29,000	\$183,000	\$14,000	\$178,000	\$154,000
841830	Freezers of the chest type, of a capacity <= 800 l	\$70,000	\$0	\$235,000	\$0	\$69,000
841891	Furniture designed to receive refrigerating...	\$191,000	\$651,000	\$726,000	\$191,000	\$4,000
841822	Household electrical refrigerators, absorption-type	\$0	\$0	\$0	\$0	\$0

Table 2 Jordan's refrigerators and freezer exports export value by HS6 level

¹³ ITC (2022). Trade Map - List of products exported by Jordan (Refrigerators, freezers and other refrigerating or freezing equipment, electric or other...). [online] Available at https://www.trademap.org/Product_SelCountry_TS.aspx?nvpm=1%7c400%7c%7c%7c8418%7c%7c%7c6%7c1%7c1%7c2%7c2%7c1%7c1%7c1%7c1%7c1

¹⁴ ITC (2022). Trade Map - List of products exported by Jordan (Refrigerators, freezers and other refrigerating or freezing equipment, electric or other...). [online] Available at https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c400%7c%7c%7c8418%7c%7c%7c4%7c1%7c2%7c2%7c2%7c1%7c2%7c1%7c1%7c1



Major markets for Jordan's refrigerators and freezers exports

Saudi Arabia at \$19.3 million, the United States at \$11.4 million and the United Arab Emirates at \$9.4 million were the leading export markets for Jordanian refrigerators and freezers in 2022.¹⁵ The three importing markets, accounted for 92% of Jordan's total refrigerator and freezers exports in 2022. Other importing markets in the top five export markets for Jordanian refrigerators and freezers in 2022 were Qatar at \$2.5 million and South Africa at \$206,000.

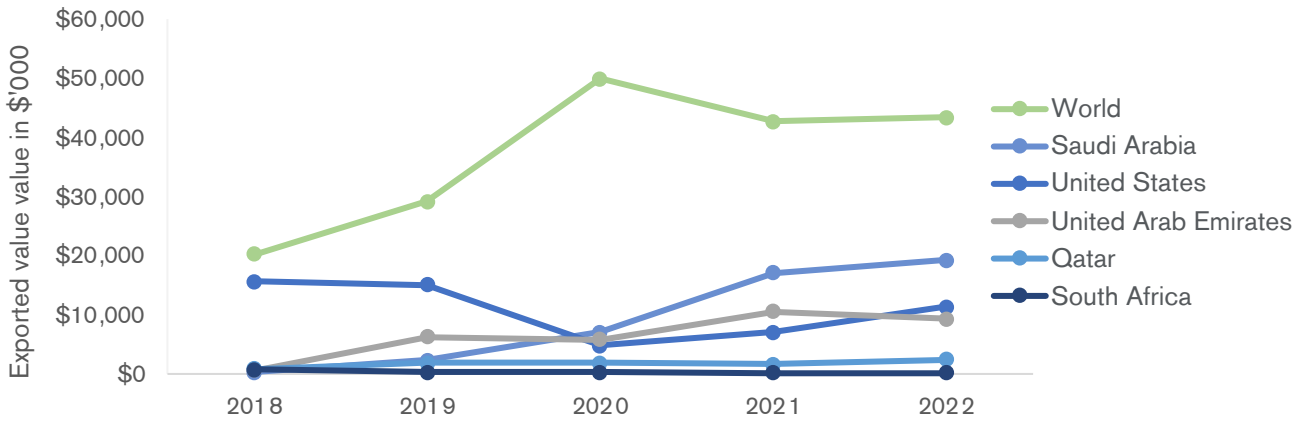


Chart 7 Top Jordanian export markets for refrigerators and freezers, 2018 to 2022, in \$'000

¹⁵ Please see the explanatory note on page 6, for the method used in arriving to Jordan's HS 8418 export values. Jordan Customs reports a smaller export value of \$26.5 million in 2022, than the approximated estimate value of \$43.4 million. ITC (2023). ITC (2022). Trade Map - List of importing markets for a product exported by Jordan (Refrigerators, freezers and other refrigerating or freezing equipment, electric or other....). [online] Available at https://www.trademap.org/Country_SelfProductCountry_TS.aspx?nvpm=1%7c400%7c%7c%7c%7c8418%7c%7c%7c4%7c1%7c2%7c2%7c2%7c1%7c2%7c1%7c1%7c1



**Priority
markets**



The United Arab Emirates

United Arab Emirates macroeconomic overview

A Gross Domestic Product (GDP) growth of 3.5% was estimated for the United Arab Emirates in 2023, following 7.4% growth in 2022. At the same time, average inflation fell to 3.1% in 2023, following a decline from its highest in the last decade of 4.8% in 2022.¹⁶ The implementation of an IMF reform is further expected to limit medium-term growth. Looking ahead, growth is forecast to slow, though support exists due to strong oil pricing and economic policies focused on foreign investment, which are intended to aid diversification strategies.¹⁷

United Arab Emirates refrigerators and freezers consumption

The United Arab Emirates' consumption of refrigerators and freezers stood at 0.3 million units in 2023 and is forecast to be 0.4 million units in 2028. In revenue terms, the United Arab Emirates' refrigerator and freezers market was valued at \$187.5 million in 2023 and is projected to grow annually by 3% between 2024 and 2028, reaching a revenue of \$215.2 million in 2028.¹⁸

United Arab Emirates refrigerators and freezers imports

In 2022, the United Arab Emirates's refrigerators and freezers (HS 8418) imports were valued at \$790.5 million, representing a growth of 47% between 2018 and 2022.¹⁹ China has been the largest supplying market since 2018 with exports to the United Arab Emirates valued at \$306.8 million in 2022. Other top supplying countries were Italy and Thailand at \$67.8 million and \$66.7 million, respectively.

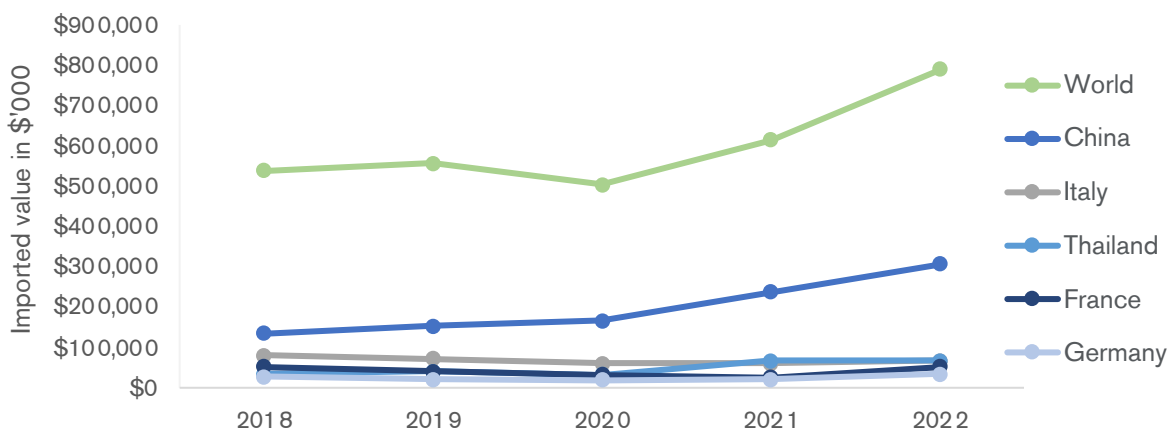


Chart 8 The United Arab Emirates refrigerators (HS 8418) import values, top exporters, 2018 - 2022

¹⁶ International Monetary Fund - IMF (2023) Country Data; United Arab Emirates – October 2023 [online] Link: <https://www.imf.org/en/Countries/ARE>

¹⁷ International Monetary Fund - IMF (2023): Saudi Arabia's Economy Grows as it Diversifies [online] Link: <https://www.imf.org/en/News/Articles/2023/09/28/cf-saudi-arabias-economy-grows-as-it-diversifies>

¹⁸ Statista (2023) Refrigerators - United Arab Emirates [online] at: <https://www.statista.com/outlook/cmo/household-appliances/major-appliances/refrigerators/united-arab-emirates>

¹⁹ ITC (2022). Trade Map - List of supplying markets for a product imported by The United Arab Emirates in 2022 (Refrigerators, freezers and other refrigerating or freezing equipment, electric or other...). [online] Available at:

https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c784%7c%7c%7c%7c8418%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c2%7c1%7c1%7c



In 2022, the United Arab Emirates' imports of refrigerators and freezers in \$ per ton were valued at \$7,063 per ton at average prices and ranged from \$5,594 per ton to \$11,774 per ton across the top five supplying countries. Import prices from China and Thailand remain the most competitively priced from 2018 to 2022 while France, Italy and Germany reflected the product values.²⁰ Import prices per ton for the largest supplying countries remain steadily flat over the period.

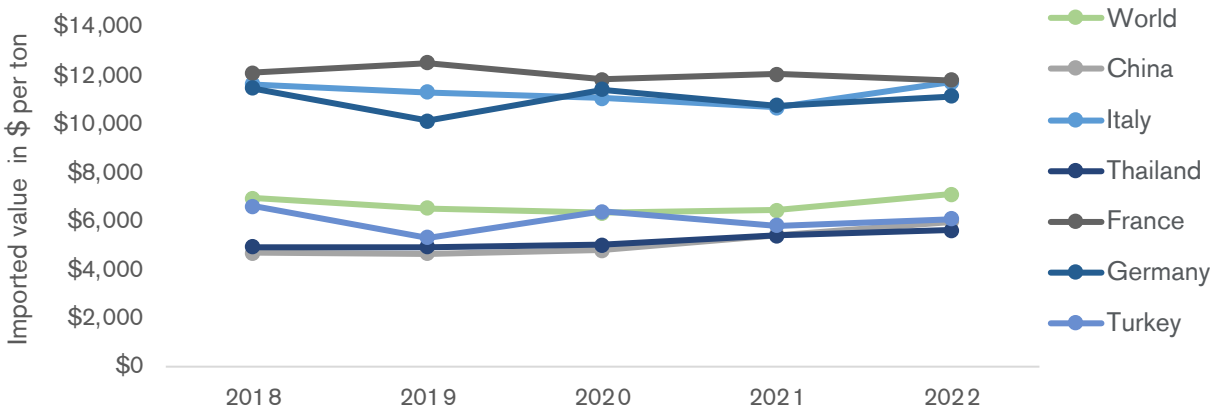


Chart 9 The United Arab Emirates refrigerators imports from main supplying countries, in \$ per ton

United Arab Emirates trade in refrigerators and freezers from Jordan

In bilateral trade with Jordan in 2022, United Arab Emirates's imports of Jordanian refrigerators and freezers were valued at \$9.4 million, marking more than a ten-fold increase from 2018 levels of \$702,000.²¹

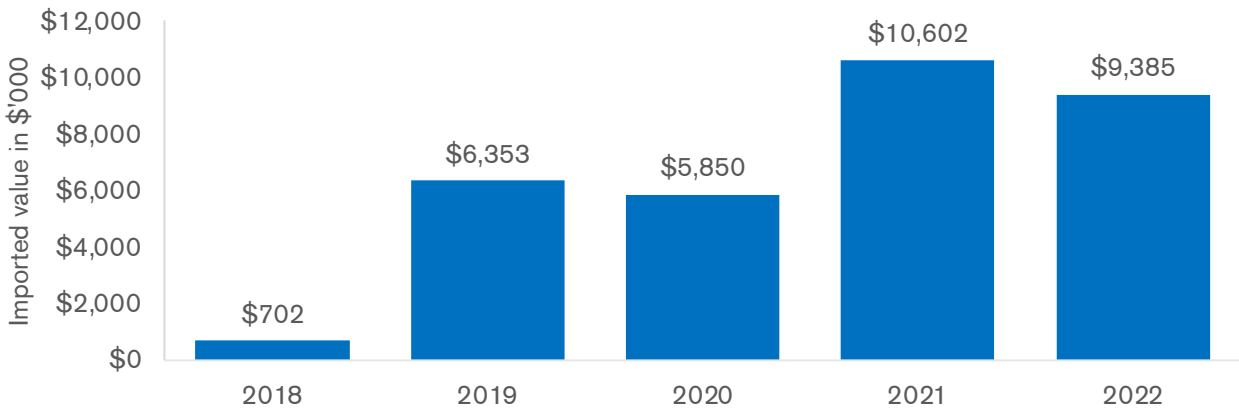


Chart 10 The United Arab Emirates refrigerators and freezers imports from Jordan, in \$'000

United Arab Emirates trade agreements with Jordan

Greater Arab Free Trade Area (GAFTA), 1997. The United Arab Emirates and Jordan are members of GAFTA, which was established under the umbrella of the Arab League. The agreement aims to create a free trade area among Arab countries by reducing and eliminating tariffs and trade barriers among member states. GAFTA includes 18 Arab countries and promotes increased trade and economic integration in the region

Industrial Partnership for Sustainable Economic Growth, 2022. Though not an agreement, this initiative has overseen deals of more than \$2 billion, and involves the UAE, Egypt, Bahrain, and Jordan. It aims to foster industrial cooperation in sectors such as agriculture, fertilisers, food, minerals, petrochemicals, pharmaceuticals and textiles.²²

²⁰ ITC (2022). Trade Map - List of supplying markets for a product imported by The United Arab Emirates in 2022 (Refrigerators, freezers and other refrigerating or freezing equipment, electric or other...). [online] Available at: https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c784%7c9%7c7c9%7c8418%7c9%7c7c4%7c1%7c1%7c1%7c2%7c1%7c2%7c3%7c1%7c1
²¹ ITC (2022). Trade Map - Bilateral trade between United Arab Emirates and Jordan (Product 8418 Refrigerators, freezers and other refrigerating or freezing equipment, electric or other...). [online] Available at https://www.trademap.org/Bilateral_TS.aspx?nvpm=1%7c784%7c9%7c400%7c9%7c8418%7c9%7c7c4%7c1%7c1%7c1%7c2%7c1%7c1%7c1%7c1%7c1
²² Jordan Times: Feb 26,2023 - Prime Minister opens 3rd meeting of Higher Committee of Industrial Partnership in Amman: [online] Available at: <https://jordantimes.com/news/local/pm-opens-3rd-meeting-higher-committee-industrial-partnership-amman>



The United Arab Emirates PESTEL analysis

Politics

The United Arab Emirates is a federal absolute monarchy composed of seven emirates, each ruled by its own hereditary Sheikh. These Sheikhs collectively form the Federal Supreme Council, with the ruler of Abu Dhabi traditionally serving as the President of the UAE.

The UAE and Jordan maintain strong political relations characterised by mutual cooperation and support on various regional and international issues. Both countries collaborate closely within the framework of regional and international organisations to promote stability and development in the Middle East.

Economics

The United Arab Emirates benefits from a diversified economy, with the non-oil sector contributing around 70% to its GDP, recorded at \$507 billion in 2022. Key sectors include tourism, aviation, real estate, and financial services.

The Emirates is among Jordan's most significant investors. A reported \$22.5 billion in investment and financing in the 10 years to 2023, was provided by the Gulf state to the Hashemite Kingdom.

Social

The population of the United Arab Emirates was registered at 9.4 million in 2022, with expatriates making up about 90% of the total population. The official language is Arabic, and Islam is the state religion. The country is known for its high standards of living and multicultural society.

The government has made significant investments in education and healthcare, aiming to become a knowledge-based economy. In addition to a high literacy rate, the country offers comprehensive healthcare services to its residents.

Technology

The Emirates is a leader in technological innovation, with a significant focus on digital transformation, smart cities, renewable energy, and developed infrastructures. In 2023, the country was ranked 37th in the UNCTAD Frontier Technologies Readiness Index, based on research and development (R&D) and industry activity, ICT deployment, skills, and access to finance.

The UAE has also made significant advances in space, with its astronauts joining International Space Station missions and its Hope probe exploring Mars' atmosphere.

Environment

The country is committed to sustainability and environmental protection, with goals for renewable energy and green initiatives. Projects like Masdar City and the UAE Energy Strategy 2050 aim to reduce carbon emissions and promote sustainable development.

Environmental challenges include water scarcity, high energy and water consumption, and desertification. The government is actively working on water conservation, waste management, and the development of renewable energy sources.

Legal

The UAE has a well-developed legal framework that supports business operations and protects investor interests. The country has implemented various laws to enhance corporate governance, intellectual property protection, and anti-money laundering measures.

The Emirates has reformed its labour laws to improve working conditions and protect workers' rights. The introduction of the Wage Protection System (WPS) and various labour mobility initiatives are part of these efforts.



United Arab Emirates refrigerators and freezers suppliers and distributors

Domestic Producers:

Al Raya Al Faneya Trading: Al Raya Al Fenya is a cold room, chiller and freezer room maker and cold storage supplier based in Dubai. The company is also involved in spare parts trading for cold storage, refrigeration and air conditioners. **Website:** <https://alayaref.com/>

Al Rumooz: Al Rumooz is one of the largest manufacturers, suppliers and dealers in the commercial kitchen, supermarket and bakery equipment, including refrigeration. **Website:** <http://www.alrumooz.com/>

Electro Cooling Centre LLC (ECC): Electro Cooling Centre LLC (ECC) was founded in Abu Dhabi in the year 1981 for specialised air conditioning, ventilation and refrigeration services for industrial projects, residential complexes, all types of automobiles, computer rooms and special application.

Website: <https://electrogroup.ae/>

Importers and Distributors:

Al Massam: Al Massam is a local trader, distributor, wholesaler, retailer, importer and re-exporter of domestic home appliances, consumer household electronics, household refrigeration and air-conditioners, commercial air-conditioners, commercial and professional kitchen, restaurant, hotel and catering equipment.

Website: <https://www.almassam.com/about>

Dhalumal International Trading LLC: An importer, exporter and distributor of branded electronic goods. Major importing markets are Far East, Europe, and USA. Caters for the demands of the Gulf and GCC countries and re-export to Africa. Featured brands include Panasonic, Hitachi, Samsung, LG, Moulinex, Braun, Philips, Sharp, Wahl, Tefal, Moser. **Website:** <https://dhalumal.com/electronics/>

Homewide: Established in 1970s, Homewide is the flagship retail store and trading arm at the Mohamed Hareb Al Otaiba Group. Homewide offers an extensive range of home appliances including built-in and free-standing refrigerators, washing machines, dishwashers, cookers, and small appliances such as food processors, mixers, blenders, coffee machines and toasters. Brands featured include Bosch and Beko.

Website: <https://www.homewideuae.com/en>

Nice Two Kitchens & Refrigeration LLC.: Nice Two Kitchens & Refrigeration LLC was formed in 2007 and established itself as one of the region's leading commercial kitchen and laundry equipment suppliers. Offers cold line products including bakery - cold line, blast chiller displays counters, pizza - cold line, refrigerated work top, restaurant ice maker, upright freezer and upright refrigerator. **Website:** <https://nicetwo.com/>

Exhibitions and trade fairs in the United Arab Emirates

Dates	Exhibition name	City	Country	Website
5 to 7 November 2024	Gulfood Manufacturing	Dubai	United Arab Emirates	https://www.gulfoodmanufacturing.com/
26 to 29 November 2024	HVAC R Expo	Dubai	United Arab Emirates	https://www.big5global.com/specialized-events/hvacrexpo/



Saudi Arabia

Saudi Arabia macroeconomic overview

A GDP growth of 8.7% was estimated for Saudi Arabia in 2022 but growth fell to 0.8% in 2023, driven by additional oil production cuts. But average inflation in 2023 remained changed from 2022 level of 2.5% and is projected to decline to 2.2% in 2024.²³ Pursuing Vision 2030 reforms, the country was the fastest-growing G20 economy in 2022, driven by increases in oil production and growth in the non-oil GDP. Despite lower overall growth in 2023, non-oil growth remained close to 5 percent in 2023, spurred by strong domestic demand. Growth in 2024 is forecast to adjust upward to 4% but long-term sustainability of economic performance will require maintaining the reform momentum, irrespective of developments in oil markets.²⁴

Saudi Arabia refrigerators and freezers consumption

Saudi Arabia's consumption of refrigerators and freezers in 2023 was estimated at 1.2 million units and is forecast to be 1.3 million units in 2028. In revenue terms, Saudi Arabia's refrigerator and freezers market was valued at \$690 million in 2023 and is projected to grow annually by 4% between 2024 and 2028, reaching a revenue of \$830 million in 2028.²⁵

Saudi Arabia refrigerators and freezers imports

In 2022, Saudi Arabia's refrigerators and freezers (HS 8418) imports were valued at \$683.7 million, representing growth of 33% between 2018 and 2022, and about 18% post-pandemic.²⁶ Since 2018, China remain the largest supplying market with exports to Saudi Arabia valued at \$281.8 million in 2022, followed by Italy at \$67.9 million.

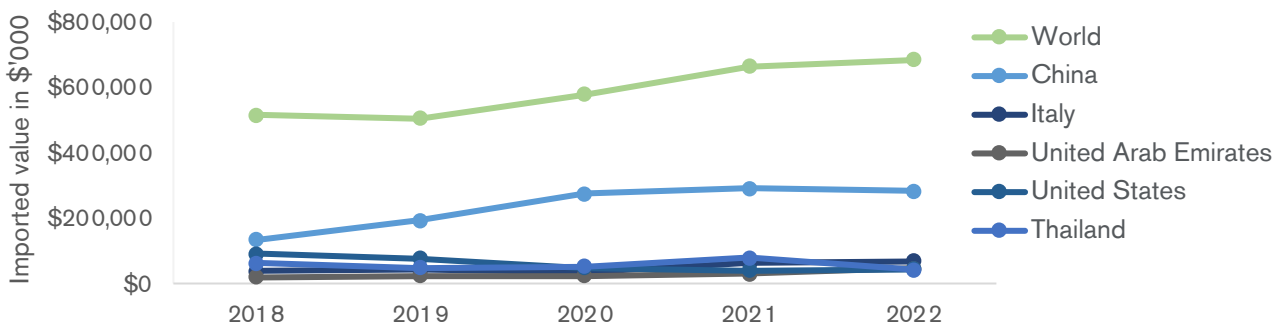


Chart 11 Saudi Arabia refrigerators and freezers import values, top exporters, 2022

In \$ per ton terms, Saudi Arabia's imports of refrigerators and freezers were valued at \$6,688 per ton at average prices in 2022, and ranged from \$4,697 per ton \$15,501 per ton across the top five supplying countries. Import prices from China were the most competitively priced in 2022, while the United States recorded the highest product value among the top five supplying countries in 2022.²⁷

²³ International Monetary Fund - IMF (2023) Country Data; Saudi Arabia – October 2023 [online] Link: <https://www.imf.org/en/Countries/SAU>

²⁴ International Monetary Fund - IMF (2023): Saudi Arabia's Economy Grows as it Diversifies [online] Link: <https://www.imf.org/en/News/Articles/2023/09/28/cf-saudi-arabias-economy-grows-as-it-diversifies>

²⁵ Statista (2023) Refrigerators – Saudi Arabia [online] at: <https://www.statista.com/outlook/cmo/household-appliances/major-appliances/refrigerators/saudi-arabia#volume>

²⁶ ITC (2022). Trade Map - List of supplying markets for a product imported by Saudi Arabia in 2022 (Refrigerators, freezers and other refrigerating or freezing equipment, electric or other...). [online] Available at:

https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c682%7c%7c%7c%7c8418%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c2%7c1%7c1%7c1

²⁷ ITC (2022). Trade Map - List of supplying markets for a product imported by Saudi Arabia in 2022 (Refrigerators, freezers and other refrigerating or freezing equipment, electric or other...). [online] Available at:

https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c682%7c%7c%7c%7c8418%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c2%7c3%7c1%7c1

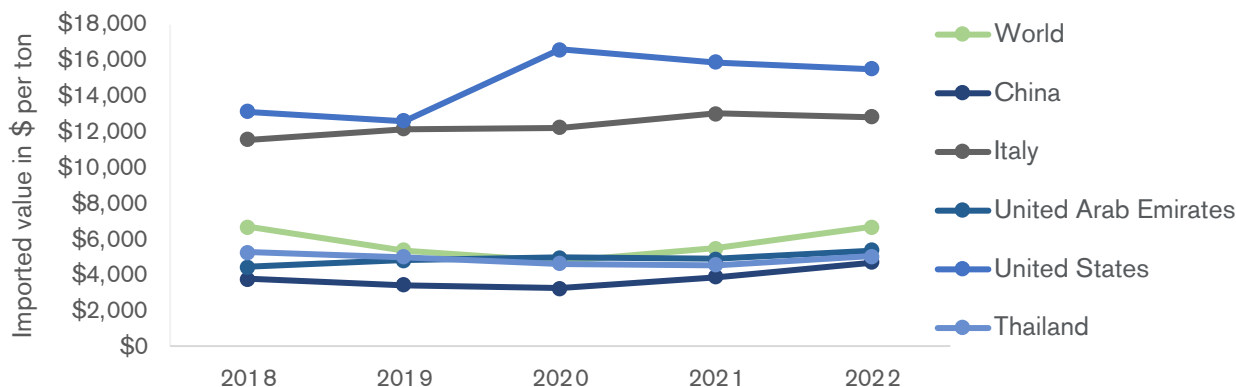


Chart 12 Saudi Arabia refrigerators imports from main supplying countries, \$ per ton

Saudi Arabia refrigerators and freezers imports from Jordan

Saudi Arabia's imports of Jordanian refrigerators and freezers have been on the increase from \$364,000 in 2018, reaching \$19.3 million in 2022.²⁸

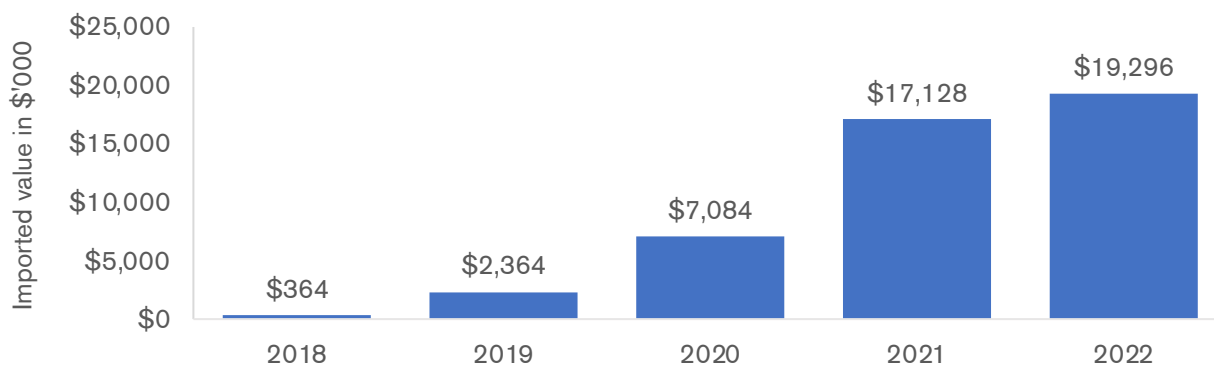


Chart 13 Saudi Arabia refrigerators and freezers imports from Jordan, in \$'000

Saudi Arabia trade agreements with Jordan

Greater Arab Free Trade Area (GAFTA), 1997. Saudi Arabia and Jordan are members of GAFTA, which was established under the umbrella of the Arab League. The agreement aims to create a free trade area among Arab countries by reducing and eliminating tariffs and trade barriers among member states. GAFTA includes 18 Arab countries and promotes increased trade and economic integration in the region.

Bilateral Economic Agreement, 1962. This agreement covers various aspects of economic cooperation, including the movement and transfer of persons, commodities, and capital. It also addresses transportation and transit regulations, the facilitation of commerce, and the fishing rights of professional fishermen in each other's territorial waters.

Trade and Economic Cooperation Agreement, 2022. A memorandum of understanding was signed between the Makkah Chamber of Commerce and Industry and its counterpart in Amman. This agreement aims to develop bilateral economic relations and increase trade exchange. 29

Agricultural Trade Agreement, 2023. Saudi Arabia and Jordan signed an agreement to boost agricultural trade, largely focused on fish. This agreement aims to strengthen trade exchanges between the private sectors of both countries and support the development of the fishery industry in Jordan.

Agreement Land Transport Connectivity, 2023. Saudi Arabia and Jordan reached an agreement to enhance land transport connectivity, which is expected to significantly improve trade and economic collaboration between the two countries. This agreement is part of broader efforts to strengthen bilateral trade ties.

²⁸ ITC (2022). Trade Map - Bilateral trade between Saudi Arabia and Jordan (Refrigerators, freezers and other refrigerating or freezing equipment, electric or other...). [online] Available at: https://www.trademap.org/Bilateral_TS.aspx?nvpm=1%7c682%7c%7c400%7c%7c8418%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c1%7c1%7c1%7c1

²⁹ Arab News: March 04, 2022- Saudi Arabia, Jordan eye trade relations over \$1bn with new agreement: [online] Available at: <https://www.arabnews.com/node/2036126/business-economy>



Saudi Arabia PESTEL analysis

Politics

Saudi Arabia is a monarchy with strong governance, where political stability is a central feature. As a key Middle Eastern state, its foreign policies and relations within the Gulf Cooperation Council, the United Nations and OPEC have significant regional and global implications.

Saudi Arabia and Jordan have worked closely on regional and international issues and are seen as having model diplomatic relations.

Economics

In 2022, Saudi Arabia's GDP was \$1.1 trillion, making it the largest economy in the Middle East. Oil and gas revenues contribute about 80% to GDP. Economic diversification is currently underway through the Vision 2030 programme.

Saudi Arabia is furthermore Jordan's largest economic partner, with investments exceeding \$13 billion. Trade between the two countries reached around \$5 billion in 2021. Saudi Arabia has also been a major donor to Jordan, providing substantial financial assistance, including a 2022 direct funding of \$50 million as part of a larger economic aid package agreed upon in 2018.

Social

Saudi Arabia has a young population, with over 50% under the age of 25. The country has a high standard of living and a significant expatriate community. Arabic is the official language, and Islam is the state religion.

Saudi Arabia has undertaken reforms as part of its Vision 2030 programme, to increase the inclusion of females in the workforce, and promote entertainment and tourism.

The government is investing in education and skills development to prepare the workforce for a diversified economy. There is a focus on STEM (science, technology, engineering, and mathematics) education to meet the needs of emerging industries.

Technology

Saudi Arabia is investing in research and development to foster innovation, particularly in technology and renewable energy sectors. Initiatives such as NEOM, a planned smart city, are examples of this push towards innovation. Notable sector programmes include the Badir technology incubator, Middle East Venture Partners, Monshaat and UnitX, an artificial intelligence and digital transformation startup.

Saudi Arabia is rapidly advancing its digital infrastructure, with widespread adoption of technologies like 5G, e-commerce, and digital banking. The government supports digital transformation through various policies and investments.

With increasing digitalization, cybersecurity has become a critical focus area to protect against cyber threats and ensure the safety of digital transactions and data. The government and private sector are investing heavily in cybersecurity measures to safeguard the growing digital economy.

Environment

The country is engaged in global environmental agreements and is investing in renewable energy sources. Efforts are being made to reduce CO2 emissions and reliance on fossil fuels, in addition to managing water resources more efficiently.

Environmental issues include desertification and water scarcity. The government is actively working on environmental sustainability projects.



Legal

The legal system is based on Sharia law. There have been efforts to improve the business environment, including reforms in judicial processes and regulations affecting foreign investments. Saudi Arabia has also enhanced its corporate governance standards to attract more foreign direct investment.

Businesses operating in Saudi Arabia must comply with stringent regulations related to anti-corruption, financial reporting, and corporate governance. The government is enhancing regulatory frameworks to align with international standards

Saudi Arabia has implemented labour reforms to improve working conditions and promote the employment of Saudi nationals over expatriates. The Nitaqat program is a key initiative in this regard.

Saudi Arabia refrigerators and freezers suppliers and distributors

Domestic Producers:

Alessa For Refrigeration and Air Conditioning Company (ARAC): A subsidiary of Alessa Industries Company, ARAC is a major manufacturer of refrigeration and air -conditioning equipment in the Kingdom of Saudi Arabia. Offers air-conditioners, refrigerators and freezers of capacity 140 liters to 600 liters, as well as desert coolers. **Website:** <http://www.alessa.com.sa/subpage.aspx?pageid=1370>

Sahara Air-conditioning and Refrigeration L.L.C: Sahara Air Conditioning and Refrigeration L.L.C. has gradually grown to be the preeminent designer, supplier, installer, servicer and repairer of heating, ventilation, and air conditioning and refrigeration systems (HVAC/R). **Website:** <https://www.saharahvacr.com/>

Saudi Refrigerators Manufacturing Company Limited: Saudi Refrigerators Manufacturing (SRMCO), a Juffali Company, is the only factory in the Kingdom that manufactures refrigeration units for home appliances. **Website:** <https://juffali.com/>

Importers and Distributors:

Al Jazierah for Home Appliances Company Limited: Provides a wide range of home appliances. Their offerings include: water coolers, desert air conditioners, horizontal freezers, conroy refrigerators, freon window air conditioners, gas ovens. **Website:** <https://aljazierahstore.com/en>

Al-Qanaa: Al-Qanaa is an online store specialized in supplying restaurants with all necessary machines and equipment, refrigerators, grills, and freezers. **Website:** <https://alkanaa.com/>

Bureida Trading and Refrigeration Co. Ltd.: A subsidiary of the AlMunajem Group, Bureida Trading and Refrigeration Co. Ltd offers refrigeration systems and maintenance, including small walk-in coolers, cold rooms, and commercial and industrial setups. **Website:** <https://btr.com.sa/>

Exhibitions and trade fairs in Saudi Arabia

Dates	Exhibition name	City	Country	Website
24 to 27 February 2025	HVAC R Expo 2025	Riyadh	Saudi Arabia	https://www.big5constructsaudi.com/specialized-events/hvac-r-expo-saudi/
30 April to 2 May 2025	Saudi Food Manufacturing 2025	Riyadh	Saudi Arabia	https://www.saudifoodmanufacturing.com/



United States of America

United States macroeconomic overview

Real Gross Domestic Product (GDP) of the United States was estimated to remain unchanged from 2022 at 2.1% in 2023, after falling from its highest growth of 5.9% in 2021 since the beginning of the century. Inflation decreased from 8% in 2022 to 4.1% in 2023.³⁰ The stable growth is likely driven by the impact of key fiscal measures implemented by the US Federal Reserve in the first half of 2023 including raising interest rates to restore price stability and to bring balance to the labour market. Looking ahead, consumption and investments are projected to level out in the medium to long-run.³¹

United States refrigerators and freezers consumption

The United States' consumption of refrigerators and freezers in 2023 was estimated at 13.7 million units and is forecast to be 13.8 million units in 2028. In revenue terms, the United States' refrigerator and freezers market amounted to \$8.32 billion in 2023 and is projected to grow annually by 0.03% over the period 2024-2028, reaching a revenue of \$8.35 billion in 2028.³²



United States refrigerators and freezers imports

In 2022, the United States' refrigerators and freezers (HS 8418) imports were valued at \$14.97 billion, representing a growth of 54% between 2018 and 2022. In a consistent trend since 2018, Mexico emerged as the largest supplying country with exports to the United States valued at \$6.21 billion in 2022. Following closely behind are China at \$3.38 billion and South Korea at \$2.65 billion.³³

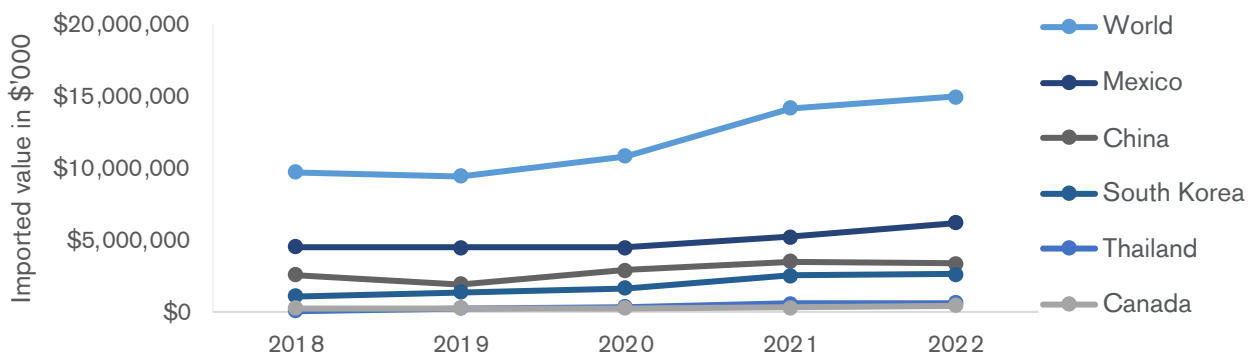


Chart 14 The United States refrigerators and freezers import values, top exporters, 2018 to 2022

³⁰ International monetary Fund – IMF (2023) United States: IMF Country Data – October 2023[online] Available at: <https://www.imf.org/en/Countries/USA>

³¹ International monetary Fund – IMF (2023) Bringing the US Economy Back into Balance [online] Available at <https://www.imf.org/en/News/Articles/2023/02/15/cf-usa-bringing-the-us-economy-back-into-balance>

³² Statista (2023) Refrigerators – United States. [online] at: <https://www.statista.com/outlook/cmo/household-appliances/major-appliances/refrigerators/united-states#volume>

³³ ITC (2022). Trade Map - List of supplying markets for a product imported by The United States of America in 2022 (Refrigerators, freezers and other refrigerating or freezing equipment, electric or other). [online] Available at: https://www.trademap.org/Country_SelfProductCountry_TS.aspx?nvpm=1%7c842%7c%7c%7c%7c8418%7c%7c%7c4%7c1%7c1%7c2%7c1%7c2%7c1%7c1%7c1



United States refrigerators and freezers import values

At the time of research accurate unit values for United States' imports of refrigerators and freezers in \$ per ton were not identified.³⁴

United States refrigerators and freezers imports from Jordan

In bilateral trade with Jordan in 2022, the United States' imports of Jordanian refrigerators and freezers were valued at \$11.42 million, marking a 27% fall, in spite of subsequent 135% growth since 2020.³⁵

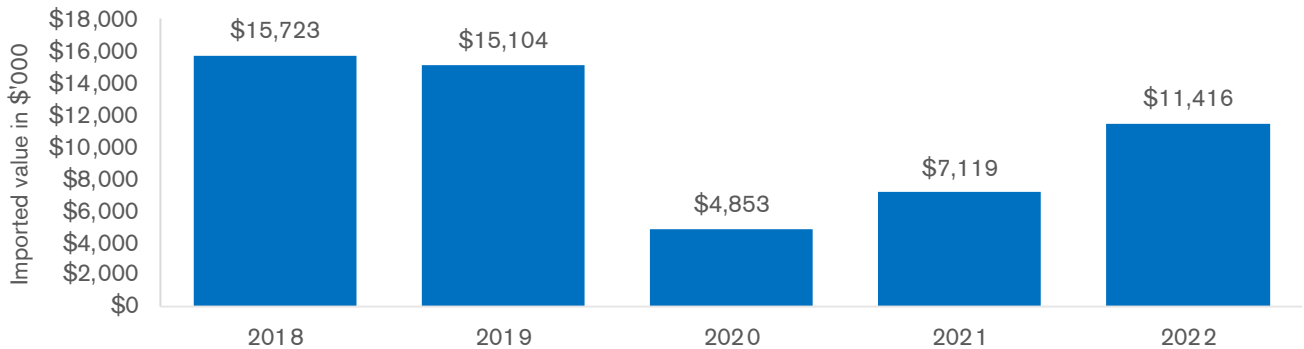


Chart 15 United States refrigerators and freezers imports from Jordan, in \$'000

United States trade agreements with Jordan

United States-Jordan Free Trade Agreement. This agreement entered into force on December 17, 2001, and was fully implemented on January 1, 2010. Under this FTA, products can enter the United States duty-free if manufactured in Jordan.³⁶

Qualifying Industrial Zones (QIZs). The QIZ initiative, established in 1996, allows qualifying industrial zones in Jordan and Egypt, in addition to the West Bank and Gaza, to export products based on United States qualifying criteria, without tariff or quota restrictions.³⁷

³⁴ ITC (2022). Trade Map - List of supplying markets for a product imported by The United States of America in 2022 (Refrigerators, freezers and other refrigerating or freezing equipment, electric or other...). [online] Available at: https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c842%7c%7c%7c8418%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c2%7c3%7c1%7c1

³⁵ ITC (2022). Trade Map - Bilateral trade between United States of America and Jordan (Refrigerators, freezers and other refrigerating or freezing equipment, electric or other...). [online] Available at: https://www.trademap.org/Bilateral_TS.aspx?nvpm=1%7c842%7c%7c400%7c%7c8418%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c1%7c1%7c1

³⁶ Office of the United States Trade Representative - Jordan Free Trade Agreement. [online] Available at: <https://ustr.gov/trade-agreements/free-trade-agreements/jordan-fta>

³⁷ "Qiz Jordan." International Trade Administration | Trade.Gov, 21 Nov. 1996, www.trade.gov/qiz-jordan



The United States of America PESTEL analysis

Politics

The United States is a federal republic with a presidential system of government. It consists of 50 states, each with its own government, and a federal government that oversees the entire country. The President serves as both the head of state and government, and there is a bicameral Congress composed of the Senate and the House of Representatives.

The United States and Jordan maintain strong political relations, characterised by mutual cooperation on regional and global issues. Both nations work closely together within the framework of regional and international organisations to foster peace, stability, and development in the Middle East.

Economics

The United States has the world's largest economy, with a nominal GDP of approximately 25.4 trillion in 2022. It is defined by a diverse and advanced economy, with key sectors including technology, healthcare, finance, manufacturing, and energy. The US economy is driven by strong consumer spending, innovation, and a robust financial system.

The United States is a significant trading partner with Jordan. A key factor in the relationship between both countries is the United States-Jordan Free Trade Agreement (FTA), entered on 17 December 2001 and removing duties starting 1 January 2010. The total trade in goods and services between the two countries reached \$6.3 billion in 2022, with Jordan's exports to the United States amounting to around \$3.9 billion. In addition to direct investment, the United States provides development aid to Jordan, focusing on economic reform, governance, education, and infrastructure development.

Social

The United States has a population of around 333 million people, with a diverse cultural and ethnic composition. English is the primary language, and the country practices a variety of religions, reflecting its multicultural society. The US is known for its high standard of living, social mobility, and a significant emphasis on individual rights and freedoms.

The United States has a strong educational system, with world-renowned universities and research institutions. The literacy rate is high, and there is a strong focus on higher education and research. The healthcare system, while advanced, faces challenges with access and affordability. Health insurance is often provided through private companies, and there are ongoing debates about healthcare reform.

Technology

The US is a leader in technological innovation and research and development (R&D). It is home to many of the world's leading tech companies and has a strong culture of entrepreneurship and innovation. The government and private sector invest heavily in R&D in areas including biotechnology, information technology, and renewable energy.

The United States boasts advanced digital infrastructure with widespread internet access and high penetration of mobile and broadband services. The country is at the forefront of developing technologies such as 5G, artificial intelligence, electric vehicles, and cybersecurity. There is a strong emphasis on digital transformation and the integration of technology across all sectors of the economy.

Environment

The United States is committed to environmental sustainability by setting ambitious goals for reducing greenhouse gas emissions and promoting renewable energy. Key initiatives include investments in clean energy, energy efficiency, and conservation programmes.

The US faces several environmental challenges, including climate change, pollution, and natural resource management. The federal and state governments work on policies to address these issues, such as reducing emissions, improving air and water quality, and conserving natural habitats. However, there is political debate over environmental regulations and their economic impact.

Legal

The United States has a comprehensive legal framework that supports business operations, protects intellectual property, and ensures compliance with regulations. Laws and regulations cover areas such as antitrust, labour, environmental protection, and consumer rights. The legal system provides a fair and transparent environment for businesses and investors.

US labor laws aim to protect workers' rights and ensure fair treatment in the workplace. Key regulations include minimum wage laws, workplace safety standards, and anti-discrimination laws. The labour market is flexible, with significant mobility and opportunities for workers. There are also ongoing discussions about improving workers' rights and benefits, particularly in sectors such as the gig economy.



United States refrigerators and freezers suppliers and distributors

Domestic Producers:

General Electric (GE) Appliances: An American home appliance manufacturer based in Louisville, Kentucky. It has been majority owned by Chinese multinational home appliances company Haier since 2016. It is one of the largest appliance companies in the United States and manufactures appliances under several brands, including GE, GE Profile, Café, Monogram, Haier and Hotpoint. **Website:** <https://www.geappliances.com/>

Maytag Corporation: Maytag Corporation was founded in 1893 and it is headquartered in the United States. The company was acquired by Whirlpool on August 22, 2005. Maytag Corporation is a home and commercial brand that engages in the manufacturing and supply of home appliances including refrigerators, wall ovens, cooktops, central heating and cooling products. **Website:** <https://www.maytag.com/>

Whirlpool Corporation: Whirlpool Corporation is an American multinational manufacturer and marketer of home appliances headquartered in Benton Charter Township, Michigan, United States. They offer a wide range of refrigerators. **Website:** <https://www.whirlpoolcorp.com/>

Importers and Distributors:

Acme Refrigeration LLC.: Acme Refrigeration is the leading wholesale supplier of heating, ventilation, refrigeration equipment and supplies. Offers Rheem and Comfortmaker Air Conditioning and Heating Equipment, Friedrich Air Conditioners and Tecumseh Refrigeration Equipment. **Website:** <https://www.acmeref.com/>

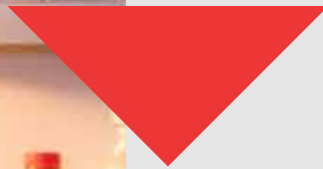
American Refrigeration Supplies, Inc.: American Refrigeration Supplies, Inc. is a wholesale distributor of refrigeration, air conditioning, and heating parts, supplies, and equipment. Has 32 branch locations across Arizona, California, Nevada, New Mexico, Texas, and Virginia, as well as a full online catalog of products, go-to source for equipment, parts, and supplies. **Website:** <https://www.arsnet.com/>

Baker Distributing Co. LLC.: Baker Distributing Company is engaged in the sales and distribution of heating, ventilation, and air conditioning (HVAC), refrigeration, food service equipment, parts and supplies for residential, commercial applications **Website:** <https://www.bakerdist.com/>

Exhibitions and trade fairs in the United States³⁸

Dates	Exhibition name	City	Country	Website
10 to 12 February 2025	AHR Expo	Orlando	United States	https://www.ahrexpo.com/
24 to 26 March 2025	Bar & Restaurant Expo	Las Vegas	United States	https://www.barandrestaurantexpo.com/
17 to 20 May 2025	National Restaurant Show	Chicago	United States	https://www.nationalrestaurantshow.com/
TBC 2025	RefriAmericas 2025	Miami	United States	https://www.refriamericas.com/en/

³⁸TBC is the acronym for 'to be confirmed.' At the time of reporting, specific dates had not been published for 2025 trade shows



Recommendations



Recommendations in summary

For strategic positioning, we highlighted three priority markets in this report: the United Arab Emirates, Saudi Arabia and the United States.

Across all the three territories, import trade saw significant growth between 2018 and 2022. Imports of refrigerators and freezers grew by 47% for the United Arab Emirates, 33% for Saudi Arabia and 54% for the United States over the five year period. Despite falls in imports brought on by the pandemic in 2020, growth across the priority markets showed an upward trend afterwards, demonstrating expansion prospects and increasing trade recovery.

For Jordanian refrigerators and freezers, imports across the priority markets saw a significant growth between 2020 and 2022, In 2022, imports to Saudi Arabia were valued at \$19.3 million, followed by the United States at \$11.4 million and the United Arab Emirates at \$9.4 million.

Expanding trade opportunities for Jordan's refrigerators and freezers, broadly offers significant potential across the three priority markets, however, resulting from the increasing demand for energy-efficient and eco-friendly home appliances, increasing preference for smart refrigerators, and the growing consumption of frozen food products as well as rising demand for compact units, owing to increasingly smaller living spaces in urban cities.



Reference information



Priority markets tariff and non-tariff barriers³⁹

United Arab Emirates

Tariffs

For HS 841869—Refrigerating or freezing equipment (excl. refrigerating and freezing furniture), a preferential tariff of 0% is applied for Jordan.

It is important to note that other countries may be subjected to MFN duties at a rate of 5%

The United Arab Emirates does not apply any trade remedy on HS 841869.

General requirements

Imports into the United Arab Emirates (UAE) are regulated by the respective competency Ministries according to their safety on the general public. The Emirates Authority for Standardization and Metrology (ESMA), an agency under the Ministry of Industry and Advanced Technology (MoIAT) is responsible for developing and executing technical regulations and standards for products and services in the United Arab Emirates (UAE). ESMA issues conformity certificates such as the Emirates Quality Mark (EQM) for products in UAE. To import goods into the UAE, companies must have the correct trade license from the Department of Economic Development (DED) from the respective emirate. Foreign companies can either set up office in the UAE or appoint a UAE national as sponsor, agent, or distributor to do business in the UAE “mainland” (that is, not in the free zones). Companies that set up in a Free Trade Zone (FTZ) can also use their trade license to import goods into that FTZ.

Except for food products, all shipments of goods to the UAE require “legalization” of documents.

Broadly, regulations on imports include the following requirements:

- Registration certificate and trade license issued by the Department of Economic Development
- Commercial invoice from the exporting company addressed to the importer with details about quantity, goods description, and total value of each imported item.
- Certificate of origin, stating the country of origin and approved by the Chamber of Commerce in the country of origin.
- Detailed packing list including weight, method of packing, and HS code for each item.
- Import permit from the competent agencies in case of importing restricted goods or duty exempted goods.
- Bill of entry or airway bill.
- The Emirates Quality Mark (EQM) certificate issued by ESMA: Importers, manufacturers, and distributors must obtain an EQM for specific products before selling them in the UAE.

³⁹ In respect to the identification of tariff and non-tariff barrier rules for import, the following section details requirements for HS 841869, where Jordan's major exports are classified.



Additional detail

Further detail on the United Arab Emirates' import requirements for refrigerators (HS 8418) can be found in the following references:

Department of Economic Development Abu Dhabi

Link.

<https://www.tamm.abudhabi/en/life-events/business/industrial-commercial-trade/Import%20&%20Export>

Ministry of industry and Advanced Technology (MoIAT)

Link. <https://moiat.gov.ae/en/services?cat=Conformity+Services>

Federal Customs Authority

Link. <https://uaecustoms.ae/Home.aspx?ReturnUrl=%2f>

International Trade Administration – United Arab Emirates country commercial guide

Link.

<https://www.trade.gov/country-commercial-guides/united-arab-emirates-import-requirements-and-documentation>

Intertek–Energy Efficiency Standards Labelling (EESL)

Link.

<https://cdn.intertek.com/www-intertek-com/dms-legacy/UAE-ECAS-Complete-Manufacturers-Guidance-EESL.pdf>

ITC market access map

Link. <https://www.macmap.org/>



Saudi Arabia

Tariffs

For HS 841869—Refrigerating or freezing equipment (excl. refrigerating and freezing furniture), a preferential tariff of 0% is applied for Jordan.

It is important to note that other countries may be subjected to MFN duties at a rate of 13.33%

Saudi Arabia does not apply any trade remedy on HS 841869.

General requirements

The Saudi Standards, Metrology, and Quality Organization (SASO) issues regulations for conformity assessment procedures of commodities, products and services according to its approved standards. On July 9, 2021, the Saudi Standards, Metrology and Quality Organization (SASO) published a new Technical Regulation (TR) for Restricting Hazardous Substances in Electrical and Electronic Appliances and Equipment (RoHS). This regulation outlines the hazardous materials in common electronic equipment and specifies the conformity assessment procedure which must be followed to import these products into Saudi Arabia. The TR applies to products that generate, transmit and measure electrical currents which are intended for sale in the Kingdom of Saudi Arabia. The RoHS Technical Regulation applies to products that are manufactured outside the Kingdom and imported, as well as products that are manufactured within the Kingdom.

Broadly, the requirements for imports of electronics including refrigerators are:

- For all electronic products in the TR's scope that are entering the KSA market, suppliers must obtain a Product Certificate of Conformity (PCoC) in accordance with ISO/IEC 17067 Type 1a assessment. The PCoC can only be issued by an accredited Conformity Assessment Body (CB). To receive a PCoC, suppliers must provide the following documents to the Conformity Assessment Body.
 - Supplier conformity declaration form from the manufacturer or importer
 - Risk assessment document
 - Warnings and instruction manuals
 - Written acknowledgement that the same application has not been submitted to any other acceptable party
 - ISO 9001 Quality Management System certificate (as applicable)
 - Technical documentation: name and address of manufacturer, general description of the product, design and manufacturing drawings, graphs, elements, units, subdivisions, description and explanations necessary for understanding drawings, graphs, and operation (list of Saudi standard specifications or any other technical specifications, results of the reports, graphical calculations of the design, control operations, tests performed, etc.)
 - Test reports
 - Evidence that supports the appropriateness of technical solutions taken in the design
- Required documents for import permit and clearance must be obtained and include
 - Certificate of conformity issued by SASO
 - Import licence issued by the Ministry of Commerce and Investment
 - Commercial invoice issued by the seller with details about the trade, including quantity, type, seller, and buyer.
 - Certificate of origin signed by the exporter, including necessary details like the shipping line, supplier's name, and address.
 - Bill of lading provided by the shipping line and includes information such as value, description, weight, labels, quantity, and details of the chemicals being transported.
 - Packing list providing additional information about quantity, value, weight, etc.



Additional detail

Further detail on Saudi Arabia's import requirements for refrigerators and freezers can be found in the following references:

The Saudi Standards, Metrology, and Quality Organization (SASO)

Link. <https://www.saso.gov.sa/en/pages/default.aspx>

Zakat, Tax and Customs Authority

Link. <https://zatca.gov.sa/en/Pages/default.aspx>

International Trade Administration – Saudi Arabia country commercial guide

Link. <https://www.trade.gov/country-commercial-guides/saudi-arabia-trade-barriers?navcard=4851>

ITC market access map

Link. <https://www.macmap.org/>



United States of America

Tariffs

For HS 841869—Refrigerating or freezing equipment (excl. refrigerating and freezing furniture), a preferential tariff of 0% is applied for Jordan.

It is important to note that other countries may be subjected to MFN duties at a rate of 0%

The United States does not apply any trade remedy on HS 841869.

General requirements

The U.S. Customs and Border Protection (CBP) develops and implements the regulations on imports requirements in consultation with the Environmental Protection Agency (EPA). The Customs and Border Protection (CBP) requires multiple documents when importing electronics to the United States. The Federal Drug Administration (FDA) also have to approve the goods. In addition, a Certification or Declaration of Conformity from the Federal Communication Commission is required for customs clearance. Broadly, the requirements for imports of chemicals include the following:

- Importers certification: a certification must be signed and filed electronically or in writing with CBP by the importer or an authorized agent of the importer, and must also include the certifier's name, email address, and telephone number
- Declaration of conformity: issued by the Federal Communications Commission (FCC) and requires an application and submission of Supplier's Declaration of Conformity (SDoC)

Additional detail

Further detail on the United States' import requirements for refrigerators and freezers (HS 3917) can be found in the following references:

Environmental Protection Authority (EPA)

Link. <https://www.epa.gov/tsca-import-export-requirements/tsca-requirements-importing-chemicals#tsca>

The US Customs and Border Protection

Link. <https://www.cbp.gov/trade/basic-import-export/importer-exporter-tips>

Federal Communication Commission

Link. <https://www.fcc.gov/>

ITC market access map

Link. <https://www.macmap.org/>



Methodology

The study employs desktop research and concentrates on the underlying product, its capacity, supply, demand globally and in particular priority markets. In addition, the study covers export and import statistics, trade barriers and import requirements. The objective is to give insight on merchandise trade dynamics in the Jordanian context.

Priority Markets Selection Criteria

The selection of priority markets is based on a comprehensive set of criteria:

- **Annual Imported Quantities:** Evaluating the volume of imports to gauge market size.
- **Growth Rate in Quantities:** Assessing the rate of growth to identify expanding markets.
- **Market Concentration:** Analyzing the distribution of market share among competitors.
- **Export Potential:** Determining the potential for export between Jordan and the target market.
- **Tariff and Non-Tariff Barriers:** Considering the impact of trade barriers on market entry.

Additionally, all financial figures are conducted in US dollars.

This material was produced by Manafeth Middle East Consulting & Technology with the technical support of the Trade for Employment (T4E) project implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) and co-financed by the Kingdom of the Netherlands.