

## **Air Treatment Products in Brazil**

Market Direction | 2022-11-24 | 38 pages | Euromonitor

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### **Report description:**

In 2022, life in Brazilian households and workspaces has started to get back on track, with the population overall less concerned about COVID-19 transmission. Air treatment products is set to see a high single-digit increase in retail current value terms, driven by inflation, along with a decline in retail volume terms. In retail value terms, the dynamic performance has been driven especially by split air conditioners and air coolers, whilst in volume terms, window air conditioners and dehumidifiers...

Euromonitor International's Air Treatment Products in Brazil report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Air Purifiers, Cooling, Dehumidifiers, Humidifiers.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Air Treatment Products market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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High inflation rate boosts value sales, while sales volumes decline  
Increasing raw materials costs affect local production  
Competition drives technological advances according to consumer needs

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Players will have to adapt to higher energy efficiency standards  
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