

Air Treatment Products in Malaysia

Market Direction | 2022-11-30 | 40 pages | Euromonitor

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Report description:

Traditionally perceived as luxury rather than essential products due to their higher than average unit prices, the penetration of air purifiers is nevertheless growing in Malaysia in 2022. Demand for air purifiers has been rising since the outbreak of COVID-19 due to heightened awareness of the need to maintain a clean and healthy living environment during the pandemic, with a greater focus on purifying the air to keep it free from bacteria, allergens and viruses in the home. There has also been...

Euromonitor International's Air Treatment Products in Malaysia 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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2022 DEVELOPMENTS

Air purifiers see higher penetration despite cost, with smart technology boosting sales to affluent consumers

Growth remains positive but slowed for air conditioners in 2022

Government SAVE programmes encourage purchases in energy-efficient air conditioners with rebates for consumers

PROSPECTS AND OPPORTUNITIES

Air treatment products will see continued volume growth as players add more value and functionality to their offerings

Consumers to remain concerned with value and will seek to make savings where possible

Appliances and electronics specialists to maintain dominance despite persistent rise of e-commerce

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