

## **Air Treatment Products in Egypt**

Market Direction | 2022-12-13 | 39 pages | Euromonitor

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### **Report description:**

Air conditioners will overall record positive retail volume sales growth in 2022, driven by positive developments in split air conditioners and hampered by the falling sales of window air conditioners. The latter is already far less popular in Egypt and has been seeing declining sales across the review period. As such, split air conditioners continues to hold a dominant share of the total air conditioners sales in Egypt.

Euromonitor International's Air Treatment Products in Egypt 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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Euromonitor International  
December 2022

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##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Split air conditioners managed to maintain positive sales volume despite the 20% price increase

Volume sales of air purifiers decline as consumers redirect their limited budget to more essential appliances

Cooling fans continue to show an increase in sales volume unaffected by the economic changes despite the price increase

##### PROSPECTS AND OPPORTUNITIES

With electricity costs rising, cooling fans will continue to outperform split air conditioners

Demand for air purifiers will be supported by poor air quality in urban areas

E-commerce will continue to grow in importance, particularly for cooling fans

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