

Air Treatment Products in France

Market Direction | 2022-12-05 | 40 pages | Euromonitor

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Report description:

Air treatment products is the winner in consumer appliances in 2022, being the only category to see positive growth. Indeed, in an opposite trend to those seen across other consumer appliances, sales are up from those seen in 2021.

Euromonitor International's Air Treatment Products in France 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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KEY DATA FINDINGS

2022 DEVELOPMENTS

Air treatment products is the winner in 2022, thanks to hot weather conditions

The event of COVID-19 caused an acceleration in demand for air purifiers, although penetration rates remain low

New players explore air purifiers, from Ikea to computer company Acer

PROSPECTS AND OPPORTUNITIES

Impact of global warming and lack of insulation in housing will continue to boost demand

Health-sensitive consumers will continue to place a strong focus on hygiene inside the home

Advanced technological features expected, including premium connected models from iRobot and a personal dual-function helmet from Dyson

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