

Air Treatment Products in Hungary

Market Direction | 2022-12-13 | 38 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Growth in total volume sales of air treatment products in 2022 is set to exceed that recorded in 2021. This is mainly due to increased demand in the dominant category of split air conditioners, with more Hungarians acquiring these appliances for the first time or trading up to more advanced models after obtaining grants and loans under government home renovation subsidy programmes for families. Additionally, a series of strong heatwaves that began in May made consumers more inclined to buy air C...

Euromonitor International's Air Treatment Products in Hungary 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Air Treatment Products in Hungary
Euromonitor International
December 2022

List Of Contents And Tables

AIR TREATMENT PRODUCTS IN HUNGARY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Government subsidies and heatwaves boost demand for air treatment products

Supply chain challenges constrain growth potential of split air conditioners

Cool4u extends its lead thanks to strong showing by Gree brand

PROSPECTS AND OPPORTUNITIES

Overall demand expected to slow sharply in 2023 but remain steady thereafter

Declining trend in window air conditioners set to persist

New launches should help Columbus Klimaertesito strengthen its competitiveness

CATEGORY DATA

Table 1 Sales of Air Treatment Products by Category: Volume 2017-2022

Table 2 Sales of Air Treatment Products by Category: Value 2017-2022

Table 3 Sales of Air Treatment Products by Category: % Volume Growth 2017-2022

Table 4 Sales of Air Treatment Products by Category: % Value Growth 2017-2022

Table 5 Sales of Air Conditioners by Connected Appliances: % Volume 2018-2022

Table 6 NBO Company Shares of Air Treatment Products: % Volume 2018-2022

Table 7 LBN Brand Shares of Air Treatment Products: % Volume 2019-2022

Table 8 Distribution of Air Treatment Products by Format: % Volume 2017-2022

Table 9 Forecast Sales of Air Treatment Products by Category: Volume 2022-2027

Table 10 □Forecast Sales of Air Treatment Products by Category: Value 2022-2027

Table 11 □Forecast Sales of Air Treatment Products by Category: % Volume Growth 2022-2027

Table 12 □Forecast Sales of Air Treatment Products by Category: % Value Growth 2022-2027

CONSUMER APPLIANCES IN HUNGARY

EXECUTIVE SUMMARY

Consumer appliances in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

Table 13 Household Penetration of Selected Total Stock Consumer Appliances by Category 2017-2022

Table 14 Replacement Cycles of Consumer Appliances by Category 2017-2022

Table 15 Forecast Household Penetration of Selected Total Stock Consumer Appliances by Category 2022-2027

Table 16 Forecast Replacement Cycles of Consumer Appliances by Category 2022-2027

MARKET DATA

Table 17 Sales of Consumer Appliances by Category: Volume 2017-2022

Table 18 Sales of Consumer Appliances by Category: Value 2017-2022

Table 19 Sales of Consumer Appliances by Category: % Volume Growth 2017-2022

Table 20 Sales of Consumer Appliances by Category: % Value Growth 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 21	Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2017-2022
Table 22	□Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2017-2022
Table 23	□Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2017-2022
Table 24	□Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2017-2022
Table 25	□Sales of Small Appliances by Category: Volume 2017-2022
Table 26	□Sales of Small Appliances by Category: Value 2017-2022
Table 27	□Sales of Small Appliances by Category: % Volume Growth 2017-2022
Table 28	□Sales of Small Appliances by Category: % Value Growth 2017-2022
Table 29	□NBO Company Shares of Major Appliances: % Volume 2018-2022
Table 30	□LBN Brand Shares of Major Appliances: % Volume 2019-2022
Table 31	□NBO Company Shares of Small Appliances: % Volume 2018-2022
Table 32	□LBN Brand Shares of Small Appliances: % Volume 2019-2022
Table 33	□Distribution of Major Appliances by Format: % Volume 2017-2022
Table 34	□Distribution of Small Appliances by Format: % Volume 2017-2022
Table 35	□Forecast Sales of Consumer Appliances by Category: Volume 2022-2027
Table 36	□Forecast Sales of Consumer Appliances by Category: Value 2022-2027
Table 37	□Forecast Sales of Consumer Appliances by Category: % Volume Growth 2022-2027
Table 38	□Forecast Sales of Consumer Appliances by Category: % Value Growth 2022-2027
Table 39	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2022-2027
Table 40	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2022-2027
Table 41	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2022-2027
Table 42	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2022-2027
Table 43	□Forecast Sales of Small Appliances by Category: Volume 2022-2027
Table 44	□Forecast Sales of Small Appliances by Category: Value 2022-2027
Table 45	□Forecast Sales of Small Appliances by Category: % Volume Growth 2022-2027
Table 46	□Forecast Sales of Small Appliances by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Air Treatment Products in Hungary

Market Direction | 2022-12-13 | 38 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-02-21
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com