

Air Treatment Products in Hong Kong, China

Market Direction | 2023-01-18 | 36 pages | Euromonitor

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Report description:

Air treatment products such as air conditioners followed the upward trend of consumer appliances in Hong Kong in 2022. While a boost to B2B sales of air conditioners was noted when the Hong Kong government built isolation centres to prevent the spread of COVID-19, generally, air conditioners seldom experience compelling changes in terms of consumer sales. This is because the average income and GDP per capita in Hong Kong are relatively high, and because the hot climate ensures that most household...

Euromonitor International's Air Treatment Products in Hong Kong, China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, 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 2027 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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Steady demand for air conditioners in 2022, with Chinese brands gaining in popularity

Air purifiers benefits from heightened hygiene awareness, with pet care concept especially popular in Hong Kong?

New energy label and higher energy efficiency standard?for air conditioners?

PROSPECTS AND OPPORTUNITIES

Volume growth to normalise as inflation pushes up average unit price

Smart homes and easy-to-clean concepts to gradually gain momentum?

Chinese brands such as Xiaomi and Midea likely to gain share

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