

Air Treatment Products in Australia

Market Direction | 2023-02-01 | 40 pages | Euromonitor

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Report description:

Cooling, including air conditioners, air coolers, and cooling fans, witnessed a notable slowdown in retail volume growth in 2022, due to the impact of La Nina on the east coast of Australia, which traditionally is a major market for these products. The mid-summer weather in 2022 dampened demand for cooling products, and the weakening housing market and slower construction of private residents also resulted in fewer installations of air conditioners.

Euromonitor International's Air Treatment Products in Australia 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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Slowing demand for cooling due to La Nina, while dehumidifier sales soar

Further dynamic growth for air purifiers, driven by new product development

Increasing penetration of smart home technology

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Portable air purifiers poised to gain traction

Dyson to continue penetrating category due to leadership of dynamic air purifiers

Air conditioners to include air purification technology, while connectivity will gain further traction

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