

Air Treatment Products in Italy

Market Direction | 2023-12-08 | 40 pages | Euromonitor

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Report description:

Demand for air treatment products remained high in 2023, continuing the pattern seen in the previous two years. In summer 2023, demand peaked due to heatwaves and above average temperatures. Meanwhile in the spring and fall some regions in the country faced the need for dehumidifiers due to heavy rains and high humidity, with these products being used to dry out living spaces.

Euromonitor International's Air Treatment Products in Italy 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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Air purifiers facing competition from other products with purifying features

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