

Air Treatment Products in South Korea

Market Direction | 2023-12-06 | 40 pages | Euromonitor

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Report description:

Air treatment products in South Korea is exhibiting a mixed performance. Cooling appliances are mostly experiencing positive demand due to global warming and exceedingly hot summers in the country, whereas air purifiers and humidifiers are experiencing declines. Each year in South Korea, as summer is accompanied by intense heatwaves and the monsoon season brings humid weather, the demand for air conditioners is also rising as consumers seek relief from the muggy conditions. Amid economic instabi...

Euromonitor International's Air Treatment Products in South Korea 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.

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reliable information resources to help drive informed strategic planning.

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