

Air Treatment Products in Hong Kong, China

Market Direction | 2023-12-14 | 37 pages | Euromonitor

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Report description:

Air treatment products is set to continue to see a growth trend in volume terms in 2023, as a large number of household and residential projects have been restarted since the pandemic restrictions have been removed. Air conditioners in particular is expected to performed well in terms of retail volume sales, as it is a near omnipresent appliance for local households due to the local high temperatures. Local retailers and air conditioning installation technicians have noted a significant increase...

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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Air treatment products continues to grow due to renewed residential projects and rising temperatures

Split air conditioners remains the most popular type of air conditioner, with Japanese brands the most popular

Despite the return to physical stores, sales via retail e-commerce continue to rise

PROSPECTS AND OPPORTUNITIES

Air purifiers set to see moderate growth as awareness of air quality increases

Window air conditioners will continue to see slight growth in the forecast period

E-commerce sales of air treatment products expected to increase in the near future

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