

Air Treatment Products in Spain

Market Direction | 2023-12-15 | 39 pages | Euromonitor

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Report description:

Portable air conditioners reported important growth both in retail volume and current value terms in 2023. These products do not require installation and can be used immediately after being bought. During 2023 the soaring demand for air conditioners due to heatwaves led to stock shortages but also a shortage of installation professionals. As a consequence some consumers turned to portable air conditioners as an immediate solution, with the category reporting outstanding growth and outperforming...

Euromonitor International's Air Treatment Products in Spain 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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Portable air conditioners thriving as Spain continues to suffer more heatwaves in 2023

Focus on air quality a growing influence on demand

Climate change serving to reduce the seasonality of demand for cooling appliances

PROSPECTS AND OPPORTUNITIES

Air treatment products set to record strong growth due to health concerns and the impact of climate change

Innovation set to focus on AI and its role in supporting energy efficiency and sustainability in the category

E-commerce will continue growing but appliances and electronics specialists will dominate due to provision of professional installation services

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