

Air Treatment Products in Greece

Market Direction | 2023-12-20 | 36 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

In 2022, the government scheme 'Recycle, Replace Appliances' was launched, offering subsidies if consumers replaced old split air conditioners and upgraded to more energy-efficient ones. This contributed to huge growth in sales of split air conditioners. As the scheme became available later in the 2022 season, consumers postponed purchases - which normally peak in May and June - to take advantage of the subsidies. This resulted in steep losses during peak season, followed by very strong growth i...

Euromonitor International's Air Treatment Products in Greece 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Air Treatment Products in Greece

Euromonitor International

December 2023

List Of Contents And Tables

AIR TREATMENT PRODUCTS IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

The government replacement scheme boosts sales of air conditioners

Retail value outperforms volume performances in air treatment in 2023

Heatwaves contribute to growth gathering pace in air conditioners

PROSPECTS AND OPPORTUNITIES

Replacement purchases drive growth, while maturity challenges sales

Xiaomi set to gain market share within air treatment products

Smart appliances gain share as consumers trade up to connected models

CATEGORY DATA

Table 1 Sales of Air Treatment Products by Category: Volume 2018-2023

Table 2 Sales of Air Treatment Products by Category: Value 2018-2023

Table 3 Sales of Air Treatment Products by Category: % Volume Growth 2018-2023

Table 4 Sales of Air Treatment Products by Category: % Value Growth 2018-2023

Table 5 Sales of Air Conditioners by Smart Appliances: % Volume 2019-2023

Table 6 NBO Company Shares of Air Treatment Products: % Volume 2019-2023

Table 7 LBN Brand Shares of Air Treatment Products: % Volume 2020-2023

Table 8 Distribution of Air Treatment Products by Format: % Volume 2018-2023

Table 9 Production of Air Conditioners: Total Volume 2018-2023

Table 10 □Forecast Sales of Air Treatment Products by Category: Volume 2023-2028

Table 11 □Forecast Sales of Air Treatment Products by Category: Value 2023-2028

Table 12 □Forecast Sales of Air Treatment Products by Category: % Volume Growth 2023-2028

Table 13 □Forecast Sales of Air Treatment Products by Category: % Value Growth 2023-2028

CONSUMER APPLIANCES IN GREECE

EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

Table 14 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 15 Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

Table 16 Sales of Consumer Appliances by Category: Volume 2018-2023

Table 17 Sales of Consumer Appliances by Category: Value 2018-2023

Table 18 Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

Table 19 Sales of Consumer Appliances by Category: % Value Growth 2018-2023

Table 20 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023

Table 21 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023
Table 22 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023
Table 23 □Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023
Table 24 □Sales of Small Appliances by Category: Volume 2018-2023
Table 25 □Sales of Small Appliances by Category: Value 2018-2023
Table 26 □Sales of Small Appliances by Category: % Volume Growth 2018-2023
Table 27 □Sales of Small Appliances by Category: % Value Growth 2018-2023
Table 28 □NBO Company Shares of Major Appliances: % Volume 2019-2023
Table 29 □LBN Brand Shares of Major Appliances: % Volume 2020-2023
Table 30 □NBO Company Shares of Small Appliances: % Volume 2019-2023
Table 31 □LBN Brand Shares of Small Appliances: % Volume 2020-2023
Table 32 □Distribution of Major Appliances by Format: % Volume 2018-2023
Table 33 □Distribution of Small Appliances by Format: % Volume 2018-2023
Table 34 □Forecast Sales of Consumer Appliances by Category: Volume 2023-2028
Table 35 □Forecast Sales of Consumer Appliances by Category: Value 2023-2028
Table 36 □Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028
Table 37 □Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028
Table 38 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028
Table 39 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028
Table 40 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028
Table 41 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028
Table 42 □Forecast Sales of Small Appliances by Category: Volume 2023-2028
Table 43 □Forecast Sales of Small Appliances by Category: Value 2023-2028
Table 44 □Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028
Table 45 □Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

Air Treatment Products in Greece

Market Direction | 2023-12-20 | 36 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

| Select license | License | Price |
|----------------|--------------------------------|----------|
| | Single User Licence | €825.00 |
| | Multiple User License (1 Site) | €1650.00 |
| | Multiple User License (Global) | €2475.00 |
| | | VAT |
| | | Total |

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

| | | |
|---------------|-------------------------------|------------|
| Email* | Phone* | |
| First Name* | Last Name* | |
| Job title* | | |
| Company Name* | EU Vat / Tax ID / NIP number* | |
| Address* | City* | |
| Zip Code* | Country* | |
| | Date | 2026-02-18 |
| | Signature | |

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com