

Air Treatment Products in Greece

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

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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.

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