

Air Treatment Products in Hungary

Market Direction | 2023-12-21 | 36 pages | Euromonitor

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Report description:

In 2023, retail volume sales of air treatment products fell in Hungary, recording a decline. The country's most popular air conditioner type, split air conditioners, saw significant double-digit growth in 2022, with sales bolstered by the support of a government programme, which compensated consumers. This led to increased demand, with more Hungarians acquiring these appliances for the first time or trading up to more advanced models after obtaining grants and loans under the government home ren...

Euromonitor International's Air Treatment Products in Hungary 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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Sales of window air conditioners decline due to inconvenient installation systems

Cool4u retains its lead, as brand Gree is the top choice in split air conditioners

PROSPECTS AND OPPORTUNITIES

Promotional activities support a return to positive volume growth for split air conditioners

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