

Air Treatment Products in Colombia

Market Direction | 2024-12-12 | 37 pages | Euromonitor

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Report description:

Air treatment products was the most dynamic category in consumer appliances in retail volume terms in 2024 after another year of strong growth. These products saw strong growth throughout the review period but sales saw particularly strong growth in 2023 and 2024 as sales benefited from the impact of the El Nino weather phenomenon in Colombia. This led to increased temperatures which in turn boosted the demand for air conditioners and cooling fans both of which experienced dynamic growth rates i...

Euromonitor International's Air Treatment Products in Colombia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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 2028 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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LG launches innovative new line of air conditioners

SEB Groupe's Samurai remains the most popular option for cooling down

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Efficiency and affordability likely to remain key factors in the purchasing decision

Promotional strategies will remain a key tactic for attracting consumers

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