

## **Air Treatment Products in Turkey**

Market Direction | 2024-12-12 | 39 pages | Euromonitor

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### **Report description:**

Within air treatment products in Turkey, split air conditioners enjoyed fast, robust growth over the review period. This trend was confirmed with a further double-digit increase in retail volume sales in 2024. The surge in demand for split air conditioners is attributed to factors like rising temperatures amid global warming and the replacement of older models with energy-efficient variants. Manufacturers like Beko (Arcelik, Beko brands) and Daikin Isitma ve Sogutma Sistemleri (Airfel) have capi...

Euromonitor International's Air Treatment Products in Turkey 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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