

## **Air Treatment Products in Germany**

Market Direction | 2025-01-20 | 38 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

### **Report description:**

Retail volume sales of air treatment products in Germany are declining in 2024, although overall demand remains above pre-pandemic levels. Many local consumers are limiting their expenditure to essential purchases in the context of an unstable economy. For example, sales of air purifiers, which enjoyed a boom during the pandemic due to consumers' interest in maintaining a clean living environment, are now declining as their function is perceived as less relevant by some. Similarly, the popularit...

Euromonitor International's Air Treatment Products in Germany report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2020-2024, 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 2029 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](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Air Treatment Products in Germany  
Euromonitor International  
January 2025

### List Of Contents And Tables

#### AIR TREATMENT PRODUCTS IN GERMANY

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Post-pandemic purchase reluctance and perceived irrelevance lead to decline in air purifiers, while demand for cooling appliances is driven by climate developments

Players that offer multifunctionality, efficiency and high quality are winning in the competitive landscape

Shift towards e-commerce driven by direct-to-consumer sales and value hackers

##### PROSPECTS AND OPPORTUNITIES

Climate change, housing market and heat pump trends will affect dynamics within cooling

Raising awareness of the benefits of air purifiers, while investing in multifunctionality, connectivity and AI

Energy efficiency and "right to repair" are important for local consumers

##### CATEGORY DATA

Table 1 Sales of Air Treatment Products by Category: Volume 2019-2024

Table 2 Sales of Air Treatment Products by Category: Value 2019-2024

Table 3 Sales of Air Treatment Products by Category: % Volume Growth 2019-2024

Table 4 Sales of Air Treatment Products by Category: % Value Growth 2019-2024

Table 5 Sales of Air Conditioners by Smart Appliances: % Volume 2020-2024

Table 6 NBO Company Shares of Air Treatment Products: % Volume 2020-2024

Table 7 LBN Brand Shares of Air Treatment Products: % Volume 2021-2024

Table 8 Distribution of Air Treatment Products by Format: % Volume 2019-2024

Table 9 Production of Air Conditioners: Total Volume 2019-2024

Table 10 □Forecast Sales of Air Treatment Products by Category: Volume 2024-2029

Table 11 □Forecast Sales of Air Treatment Products by Category: Value 2024-2029

Table 12 □Forecast Sales of Air Treatment Products by Category: % Volume Growth 2024-2029

Table 13 □Forecast Sales of Air Treatment Products by Category: % Value Growth 2024-2029

##### CONSUMER APPLIANCES IN GERMANY

##### EXECUTIVE SUMMARY

Consumer appliances in 2024: The big picture

2024 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 2019-2025

Table 15 Replacement Cycles of Consumer Appliances by Category 2019-2025

##### MARKET DATA

Table 16 Sales of Consumer Appliances by Category: Volume 2019-2024

Table 17 Sales of Consumer Appliances by Category: Value 2019-2024

Table 18 Sales of Consumer Appliances by Category: % Volume Growth 2019-2024

Table 19 Sales of Consumer Appliances by Category: % Value Growth 2019-2024

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 20	Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024
Table 21	Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024
Table 22	Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024
Table 23	□Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024
Table 24	□Sales of Small Appliances by Category: Volume 2019-2024
Table 25	□Sales of Small Appliances by Category: Value 2019-2024
Table 26	□Sales of Small Appliances by Category: % Volume Growth 2019-2024
Table 27	□Sales of Small Appliances by Category: % Value Growth 2019-2024
Table 28	□NBO Company Shares of Major Appliances: % Volume 2020-2024
Table 29	□LBN Brand Shares of Major Appliances: % Volume 2021-2024
Table 30	□NBO Company Shares of Small Appliances: % Volume 2020-2024
Table 31	□LBN Brand Shares of Small Appliances: % Volume 2021-2024
Table 32	□Distribution of Major Appliances by Format: % Volume 2019-2024
Table 33	□Distribution of Small Appliances by Format: % Volume 2019-2024
Table 34	□Forecast Sales of Consumer Appliances by Category: Volume 2024-2029
Table 35	□Forecast Sales of Consumer Appliances by Category: Value 2024-2029
Table 36	□Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029
Table 37	□Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029
Table 38	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029
Table 39	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029
Table 40	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029
Table 41	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029
Table 42	□Forecast Sales of Small Appliances by Category: Volume 2024-2029
Table 43	□Forecast Sales of Small Appliances by Category: Value 2024-2029
Table 44	□Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029
Table 45	□Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

## Air Treatment Products in Germany

Market Direction | 2025-01-20 | 38 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	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		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*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-09"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com