

Air Treatment Products in Germany

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

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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.

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AIR TREATMENT PRODUCTS IN GERMANY

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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

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