

## **Air Treatment Products in Greece**

Market Direction | 2025-01-10 | 36 pages | Euromonitor

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### **Report description:**

In 2024, the performance of air treatment products in Greece was strongly affected by the government's replacement scheme. "Recycle, Replace Appliances" was launched in 2022 and ran through 2023, offering subsidies to consumers who replaced their old split air conditioners and upgraded to more energy-efficient models. This contributed to spikes in retail volume growth in the main category, split air conditioners, in 2022 and 2023. As a result, there was a steep decline in replacement purchases a...

Euromonitor International's Air Treatment Products in Greece 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.

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Euromonitor International

January 2025

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