

Air Treatment Products in the US

November 2023

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Air Treatment Products in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cooling products grow as record-breaking temperatures force consumers to invest
Midea's U-shaped window air conditioner continues to be the hottest new product
Air purifiers sees significant growth due to higher awareness of the importance of air quality, and wildfires

PROSPECTS AND OPPORTUNITIES

Climate change and environmental concerns to propel growth in the forecast period
Smart products to continue to gain strength in air treatment products
Multipurpose air treatment products to continue to disrupt the category over the forecast period

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