

Air Treatment Products in Spain

December 2023

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Air Treatment Products in Spain - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Portable air conditioners thriving as Spain continues to suffer more heatwaves in 2023
Focus on air quality a growing influence on demand
Climate change serving to reduce the seasonality of demand for cooling appliances

PROSPECTS AND OPPORTUNITIES

Air treatment products set to record strong growth due to health concerns and the impact of climate change
Innovation set to focus on AI and its role in supporting energy efficiency and sustainability in the category
E-commerce will continue growing but appliances and electronics specialists will dominate due to provision of professional installation services

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