

Air Treatment Products in the United Arab Emirates

December 2023

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Air Treatment Products in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hot weather and new residential property aid growth of air conditioners
High price points limit greater adoption of air purifiers in local market
Shift to e-commerce to push up sales of smaller air treatment products

PROSPECTS AND OPPORTUNITIES

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NIA Ltd expected to maintain leadership amid rising competition from affordable Chinese brands

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