

Air Treatment Products in Singapore

November 2023

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Air Treatment Products in Singapore - Category analysis

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2023 DEVELOPMENTS

Impact of heatwaves ensures stable demand for cooling appliances

Energy-saving appliances are jointly encouraged by industry and local government

Completion of housing projects increases sales of air treatment products, with bundling practices playing a key role in customer retention

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Artificial intelligence enables air treatment products to expand premium segment

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Need for space optimisation may offer opportunities for cross-industry innovations

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