

Air Treatment Products in Hong Kong, China

December 2023

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Air Treatment Products in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Air treatment products continues to grow due to renewed residential projects and rising temperatures
Split air conditioners remains the most popular type of air conditioner, with Japanese brands the most popular
Despite the return to physical stores, sales via retail e-commerce continue to rise

PROSPECTS AND OPPORTUNITIES

Air purifiers set to see moderate growth as awareness of air quality increases
Window air conditioners will continue to see slight growth in the forecast period
E-commerce sales of air treatment products expected to increase in the near future

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