

# Air Treatment Products in South Africa

December 2023

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## Air Treatment Products in South Africa - Category analysis

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#### 2023 DEVELOPMENTS

Changing consumer lifestyles influence demand for air treatment products  
Power supply challenges hamper potential for stronger penetration in South Africa  
Established brands continue to dominate the category

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## Consumer Appliances in South Africa - Industry Overview

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Changing lifestyles in South Africa influence demand for consumer appliances  
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