

# Air Treatment Products in Italy

December 2023

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# Air Treatment Products in Italy - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Importers and distributors are better at reacting to emergency demand

Retailers may need to rationalise their brand portfolios while consumers go in search of the best value

Air purifiers facing competition from other products with purifying features

# PROSPECTS AND OPPORTUNITIES

Air pollution a growing concern with multifunctional air conditioners set to benefit Energy saving features likely to be a major attraction for air conditioners Restrictions on the government's Superbonus Scheme will likely chill demand

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