

# Air Treatment Products in Romania

January 2024

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Air treatment products is the big winner in 2023

Multifunctional heating/cooling air treatment products attract attention

Air purifiers remain in-demand with “germophobic” consumers

#### PROSPECTS AND OPPORTUNITIES

Climate change will continue to support sales, as consumers seek to regulate the temperatures in their homes

Energy efficiency will remain a key factor in consumers' purchasing decisions

Product innovation and premiumisation set to support ongoing sales

#### CATEGORY DATA

Table 1 - Sales of Air Treatment Products by Category: Volume 2018-2023

Table 2 - Sales of Air Treatment Products by Category: Value 2018-2023

Table 3 - Sales of Air Treatment Products by Category: % Volume Growth 2018-2023

Table 4 - Sales of Air Treatment Products by Category: % Value Growth 2018-2023

Table 5 - Sales of Air Conditioners by Smart Appliances: % Volume 2019-2023

Table 6 - NBO Company Shares of Air Treatment Products: % Volume 2019-2023

Table 7 - LBN Brand Shares of Air Treatment Products: % Volume 2020-2023

Table 8 - Distribution of Air Treatment Products by Format: % Volume 2018-2023

Table 9 - Production of Air Conditioners: Total Volume 2018-2023

Table 10 - Forecast Sales of Air Treatment Products by Category: Volume 2023-2028

Table 11 - Forecast Sales of Air Treatment Products by Category: Value 2023-2028

Table 12 - Forecast Sales of Air Treatment Products by Category: % Volume Growth 2023-2028

Table 13 - Forecast Sales of Air Treatment Products by Category: % Value Growth 2023-2028

## Consumer Appliances in Romania - Industry Overview

### EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

### MARKET INDICATORS

Table 14 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 15 - Replacement Cycles of Consumer Appliances by Category 2018-2024

### MARKET DATA

Table 16 - Sales of Consumer Appliances by Category: Volume 2018-2023

Table 17 - Sales of Consumer Appliances by Category: Value 2018-2023

Table 18 - Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

Table 19 - Sales of Consumer Appliances by Category: % Value Growth 2018-2023

Table 20 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023

Table 21 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023

Table 22 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023

Table 23 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023

Table 24 - Sales of Small Appliances by Category: Volume 2018-2023

Table 25 - Sales of Small Appliances by Category: Value 2018-2023

Table 26 - Sales of Small Appliances by Category: % Volume Growth 2018-2023

Table 27 - Sales of Small Appliances by Category: % Value Growth 2018-2023

Table 28 - NBO Company Shares of Major Appliances: % Volume 2019-2023

Table 29 - LBN Brand Shares of Major Appliances: % Volume 2020-2023

Table 30 - NBO Company Shares of Small Appliances: % Volume 2019-2023

Table 31 - LBN Brand Shares of Small Appliances: % Volume 2020-2023

Table 32 - Distribution of Major Appliances by Format: % Volume 2018-2023

Table 33 - Distribution of Small Appliances by Format: % Volume 2018-2023

Table 34 - Forecast Sales of Consumer Appliances by Category: Volume 2023-2028

Table 35 - Forecast Sales of Consumer Appliances by Category: Value 2023-2028

Table 36 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028

Table 37 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028

Table 38 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028

Table 39 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028

Table 40 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028

Table 41 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028

Table 42 - Forecast Sales of Small Appliances by Category: Volume 2023-2028

Table 43 - Forecast Sales of Small Appliances by Category: Value 2023-2028

Table 44 - Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028

Table 45 - Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

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## SOURCES

Summary 1 - Research Sources

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