

Air Treatment Products in Singapore

November 2023

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KEY DATA FINDINGS

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

PROSPECTS AND OPPORTUNITIES

Artificial intelligence enables air treatment products to expand premium segment

Competitive Chinese manufacturers may contribute to reduced unit prices

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

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