

Air Treatment Products in Greece

December 2023

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Air Treatment Products in Greece - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The government replacement scheme boosts sales of air conditioners Retail value outperforms volume performances in air treatment in 2023 Heatwaves contribute to growth gathering pace in air conditioners

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Replacement purchases drive growth, while maturity challenges sales Xiaomi set to gain market share within air treatment products Smart appliances gain share as consumers trade up to connected models

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