

# Air Treatment Products in Hungary

December 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

The government subsidies programme ends, leading to a volume decline in 2023  
Sales of window air conditioners decline due to inconvenient installation systems  
Cool4u retains its lead, as brand Gree is the top choice in split air conditioners

#### PROSPECTS AND OPPORTUNITIES

Promotional activities support a return to positive volume growth for split air conditioners  
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New launches help Columbus Klímaértékesítő strengthen its competitiveness

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