Euromonitor International

# Air Treatment Products in Argentina

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## Air Treatment Products in Argentina - Category analysis

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2024 DEVELOPMENTS

Demand for all product types collapses amidst steep drop in purchasing power
Vast majority of air conditioners sold in Argentina are locally manufactured
Domestic players New San, Liliana and BGH retain top three positions

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Recovery likely to be relatively sluggish after strong rebound in 2025
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