

# Air Treatment Products in Austria

January 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Air conditioners post positive results, while air purifiers decline  
2-in-1 and 3-in-1 products draw increasing consumer attention  
Availability and awareness of air conditioners grow, boosting sales

### PROSPECTS AND OPPORTUNITIES

Optimistic outlook as hot summers fuel growth of split air conditioners  
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