

Air Treatment Products in Australia

November 2023

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Air Treatment Products in Australia - Category analysis

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2023 DEVELOPMENTS

Sales of dehumidifiers struggle after a previous strong performance

Pervasive integration of air purification technology across diverse categories

Rising demand for compatibility and sustainability in air conditioners

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El Niño weather pattern will spur demand for cooling appliances

Air purifiers poised to continue to grow, with advanced technology targeting larger spaces

Smart home will continue to drive connectivity

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