

Air Treatment Products in Chile

December 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Despite declines for the dominant cooling fans, overall demand remains high, driven by high temperatures and new brands with competitive prices
Chileans increasingly turn to energy-efficient models of air conditioners
Smart options emerging to attract early adopters of innovation

PROSPECTS AND OPPORTUNITIES

Cooling fans will continue to drive demand but falling prices of air conditioners will increase household penetration
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