

Air Treatment Products in Thailand

December 2023

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Air Treatment Products in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Higher temperatures and the rise of Chinese brands increases the demand for air conditioners in 2023
Consumers looking for more from their air conditioners with a focus on inverter technology and air purification
Air purifiers becoming must-have appliances in the homes of some health conscious families

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Rising temperatures likely to fuel demand for air conditioners
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