

Air Treatment Products in India

February 2024

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2023 DEVELOPMENTS

After a year of robust growth, retail volume sales of air treatment products slow in 2023

Rising demand for air purifiers due to worsening air quality and new brand launches

Government initiatives boost local production of air conditioners

PROSPECTS AND OPPORTUNITIES

Strong growth expected in volume and value terms as temperatures rise

Premiumisation trend will continue to be a major driver of value growth

Appliances and electronics specialists to remain dominant distribution channel, while e-commerce will likely gain further share

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