



Euromonitor
International

Air Conditioners in France

February 2026

Table of Contents

Air Conditioners in France - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Heatwaves and energy efficiency drive air conditioner growth

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Consumers seek relief from extreme weather conditions

Split air conditioners dominate the market

Eco-friendly climate control drives value sales growth

Chart 3 - Air Conditioner Market in France Is Still Lagging Behind but Growing

WHAT'S NEXT?

Consumers prioritise energy efficiency and multifunctionality

Split air conditioners remain dominant, portable units show promise

E-commerce and sustainability shape the future

COMPETITIVE LANDSCAPE

Leading players maintain dominance in a stable market

No significant changes in market structure or innovation activity

CHANNELS

Appliance specialists lead air conditioner sales with strong presence

Retail e-commerce gains traction with portable models

No new retail concepts emerge in 2026

PRODUCTS

Sustainability drives innovation in air conditioner design

Innovative features enhance consumer experience and efficiency

Business impact of recent developments in product innovation

Chart 4 - Smart Air Conditioners Are Growing

COUNTRY REPORTS DISCLAIMER

Consumer Appliances in France - Industry Overview

EXECUTIVE SUMMARY

Small appliances drive resilience amid weak housing activity

KEY DATA FINDINGS

Chart 5 - Key Trends 2025

Chart 6 - Analyst Insight

INDUSTRY PERFORMANCE

Sluggish housing market constrains major appliances demand

Large cooking appliances retain leading position

Multifunctionality supports growth in small appliances

WHAT'S NEXT?

Rising incomes and urbanisation drive consumer appliances growth

Large cooking appliances maintain dominance through built-in trends

Sustainability and multifunctionality drive future growth and innovation

Chart 7 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Seb and BSH dominate market with diverse product portfolios

SharkNinja's innovation strategy strengthens its position in small appliances

Chart 8 - Kärcher Launches a 3-in-1 Vacuum Cleaner

CHANNELS

Appliance specialists and online retailers drive sales growth

Retail e-commerce gains traction through competitive pricing

No new retail concepts or collaborations expected in 2026

PRODUCTS

Private label ranges and premiumisation drive product innovation

Emerging brands accelerate adoption of multifunctional solutions

Innovation supports growth despite economic pressures

Chart 9 - Private Label Brands Thrive During Sluggish Economic Conditions

Chart 10 - Innovation in Beauty Appliances

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in France 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in France 2025

Chart 14 - Consumer Landscape in France 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/air-conditioners-in-france/report.