

# Air Treatment Products in France

December 2022

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## Air Treatment Products in France - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Air treatment products is the winner in 2022, thanks to hot weather conditions

The event of COVID-19 caused an acceleration in demand for air purifiers, although penetration rates remain low

New players explore air purifiers, from Ikea to computer company Acer

#### PROSPECTS AND OPPORTUNITIES

Impact of global warming and lack of insulation in housing will continue to boost demand

Health-sensitive consumers will continue to place a strong focus on hygiene inside the home

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