Air Treatment Products in China - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS
Air treatment products face weak demand
Demand for air conditioners yet to recover even during a hot summer
Midea and Gree hold on to their lead, while competitors also perform well

PROSPECTS AND OPPORTUNITIES
Air treatment products likely to continue to suffer decline
Ever smarter air treatment experience, from connectivity to multifunctionality and artificial intelligence
Specialised air conditioners set to make their way into the home

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Consumer Appliances in China - Industry Overview

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SOURCES

Summary 1 - Research Sources

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