



**Euromonitor
International**

Air Treatment Products in Germany

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Post-pandemic purchase reluctance and perceived irrelevance lead to decline in air purifiers, while demand for cooling appliances is driven by climate developments

Players that offer multifunctionality, efficiency and high quality are winning in the competitive landscape

Shift towards e-commerce driven by direct-to-consumer sales and value hackers

PROSPECTS AND OPPORTUNITIES

Climate change, housing market and heat pump trends will affect dynamics within cooling

Raising awareness of the benefits of air purifiers, while investing in multifunctionality, connectivity and AI

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