



**Euromonitor
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Air Treatment Products in the US

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Record-breaking temperatures drive exceptional growth for air conditioners
- Wearable air purifiers offer air filtration on-the-go
- Midea gains ground on Newell Brands thanks to its U-shaped window unit

PROSPECTS AND OPPORTUNITIES

- Growth will be driven by easing inflation and hotter summers
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