



Euromonitor
International

Air Treatment Products in Colombia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Air treatment products reports strong growth as temperatures rise
- LG launches innovative new line of air conditioners
- SEB Groupe's Samurai remains the most popular option for cooling down

PROSPECTS AND OPPORTUNITIES

- The rise of smart technology should boost sales of air conditioners
- Efficiency and affordability likely to remain key factors in the purchasing decision
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