



**Euromonitor
International**

Air Treatment Products in Italy

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Climate change and reduced government support among the key influences on sales of air treatment products in 2024
Sudden changes in the weather disrupts the category's performance
Cordless products proving popular with local player Termozeta looking to make its mark

PROSPECTS AND OPPORTUNITIES

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As competition heats up air treatment products may become more affordable while complementary products could add value
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