



Air Treatment Products in Argentina

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for all product types collapses amidst steep drop in purchasing power
Vast majority of air conditioners sold in Argentina are locally manufactured
Domestic players New San, Liliana and BGH retain top three positions

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Recovery likely to be relatively sluggish after strong rebound in 2025
Seasonality will continue to become less pronounced
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