



Air Treatment Products in Chile

November 2024

[Table of Contents](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Inventory pressure makes retailers decrease prices
- Midea invests heavily and increases the pressure in the market
- Weather phenomenon pushes category penetration

PROSPECTS AND OPPORTUNITIES

- Consumers migrate to more powerful solutions
- Education required to convince Chilean consumers about air coolers
- Premium segment to reap the benefits of technological advances

CATEGORY DATA

- Table 1 - Sales of Air Treatment Products by Category: Volume 2019-2024
- Table 2 - Sales of Air Treatment Products by Category: Value 2019-2024
- Table 3 - Sales of Air Treatment Products by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Air Treatment Products by Category: % Value Growth 2019-2024
- Table 5 - Sales of Air Conditioners by Smart Appliances: % Volume 2020-2024
- Table 6 - NBO Company Shares of Air Treatment Products: % Volume 2020-2024
- Table 7 - LBN Brand Shares of Air Treatment Products: % Volume 2021-2024
- Table 8 - Distribution of Air Treatment Products by Format: % Volume 2019-2024
- Table 9 - Production of Air Conditioners: Total Volume 2019-2024
- Table 10 - Forecast Sales of Air Treatment Products by Category: Volume 2024-2029
- Table 11 - Forecast Sales of Air Treatment Products by Category: Value 2024-2029
- Table 12 - Forecast Sales of Air Treatment Products by Category: % Volume Growth 2024-2029
- Table 13 - Forecast Sales of Air Treatment Products by Category: % Value Growth 2024-2029

Consumer Appliances in Chile - Industry Overview

EXECUTIVE SUMMARY

- Consumer appliances in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retailing developments
- What next for consumer appliances?

MARKET INDICATORS

- Table 14 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025
- Table 15 - Replacement Cycles of Consumer Appliances by Category 2019-2025

MARKET DATA

- Table 16 - Sales of Consumer Appliances by Category: Volume 2019-2024
- Table 17 - Sales of Consumer Appliances by Category: Value 2019-2024
- Table 18 - Sales of Consumer Appliances by Category: % Volume Growth 2019-2024
- Table 19 - Sales of Consumer Appliances by Category: % Value Growth 2019-2024
- Table 20 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024
- Table 21 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024
- Table 22 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024
- Table 23 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024
- Table 24 - Sales of Small Appliances by Category: Volume 2019-2024
- Table 25 - Sales of Small Appliances by Category: Value 2019-2024
- Table 26 - Sales of Small Appliances by Category: % Volume Growth 2019-2024

Table 27 - Sales of Small Appliances by Category: % Value Growth 2019-2024

Table 28 - NBO Company Shares of Major Appliances: % Volume 2020-2024

Table 29 - LBN Brand Shares of Major Appliances: % Volume 2021-2024

Table 30 - NBO Company Shares of Small Appliances: % Volume 2020-2024

Table 31 - LBN Brand Shares of Small Appliances: % Volume 2021-2024

Table 32 - Distribution of Major Appliances by Format: % Volume 2019-2024

Table 33 - Distribution of Small Appliances by Format: % Volume 2019-2024

Table 34 - Forecast Sales of Consumer Appliances by Category: Volume 2024-2029

Table 35 - Forecast Sales of Consumer Appliances by Category: Value 2024-2029

Table 36 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029

Table 37 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029

Table 38 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029

Table 39 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029

Table 40 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029

Table 41 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029

Table 42 - Forecast Sales of Small Appliances by Category: Volume 2024-2029

Table 43 - Forecast Sales of Small Appliances by Category: Value 2024-2029

Table 44 - Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029

Table 45 - Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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