



Euromonitor
International

Air Conditioners in the United Kingdom

January 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Households invest in cooling solutions due to climate change, eyeing energy efficiency

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Consumers increasingly prioritise cooling amid climate change

Portable air conditioners leads sales in a challenging market

Chart 2 - MeacoCOOL MC series 14000 Offers 'A' Energy Rating and Uses R290 Refrigerant

WHAT'S NEXT?

Consumers expected to increasingly prioritise cooling amid climate change

Split air conditioners will see the highest growth, but portable units the highest sales

Business impact of environmental concerns and product customisation in the future

Chart 3 - Analyst Insight

COMPETITIVE LANDSCAPE

De'Longhi, Gree and Mitsubishi maintain their lead through diverse offerings

Opportunities for growth through innovating to meet consumer needs

CHANNELS

Retail e-commerce leads the distribution of air conditioners thanks to convenience

Split air conditioners has more sales offline and in non-retail channels

PRODUCTS

Consumer desire for multifunctionality exemplified by the Bosch Climate 5000m

Chart 4 - Bosch Climate 5000M Split Air Conditioner Exemplifies Multifunctionality

Air conditioners embrace AI for personalised comfort and efficiency

Chart 5 - LG Reveals Latest Upgraded DUALCOOL AI Air Conditioner with Enhanced AI

COUNTRY REPORTS DISCLAIMER

Consumer Appliances in the United Kingdom - Industry Overview

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

