



Air Treatment Products in the Philippines

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Record summer heat translates to strong growth for air conditioners
- Energy efficiency is a big purchase consideration
- Carrier and Panasonic continue to lead air conditioners, while local brands dominate cooling fans

PROSPECTS AND OPPORTUNITIES

- Strong demand will be driven by “premium economy” products
- Chinese brands to maintain growth momentum
- Air purifiers will continue to see growing demand driven by urbanisation

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