



Euromonitor
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Air Treatment Products in the United Arab Emirates

December 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising health awareness drives demand for advanced indoor air quality solutions
Blueair struggles to regain position, while Xiaomi enjoys strong growth
Dyson and De'Longhi gain share in premium air purifiers

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Rising demand for energy-efficient models over forecast period
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Consumer preference for online shopping as e-commerce growth accelerates

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