



Euromonitor
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Air Treatment Products in Saudi Arabia

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Air Purifiers continue to witness a positive market trajectory in Saud
- Split air conditioners overtake window models as consumers look for new features and improved energy efficiency
- LG Electronics invests in local production
- New partnerships focus on increasing local production

PROSPECTS AND OPPORTUNITIES

- Air purifiers still full of potential heading into the forecast period
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Consumer Appliances in Saudi Arabia - Industry Overview

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