



Air Treatment Products in India

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Evolving consumer perception and positive external factors drive demand for air conditioners
Demand for cooling fans driven by energy-efficient models, growing electrification, and increasing number of nuclear families
Rising air quality concerns and aspirational lifestyles support demand for air purifiers

PROSPECTS AND OPPORTUNITIES

Strong growth expected over forecast period due to favourable factors
Smart air treatment products set to see gradual growth, driven by development of connected homes
Appliances and electronics specialists to dominate distribution, while e-commerce will likely gain further share

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Consumer Appliances in India - Industry Overview

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