



# Air Conditioners in the United Kingdom

January 2026

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## 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

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