



# Air Conditioners in Italy

February 2026

Table of Contents

## Air Conditioners in Italy - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Sustainable innovation amidst heatwaves drive air conditioner sales

Chart 1 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Segmented consumer preferences provide competition for air conditioners in Italy

Limited installation services drive demand for portable room air conditioners

#### WHAT'S NEXT?

Renewable energy transition shapes air conditioner efficiency priorities

Affordable brands deliver comparable performance and broaden market access

Regulatory changes drive innovation and sustainability

Chart 2 - Analyst Insight

#### COMPETITIVE LANDSCAPE

Midea and Samsung drive competitive shifts, while incumbents maintain their lead

#### CHANNELS

Appliances and electronics specialists remains the leading distribution channel

Hisense concept store creates immersive brand experience

#### PRODUCTS

Olimpia Splendid partners with Pininfarina to enhance air conditioner aesthetics

Chart 3 - Olimpia Splendid Pays Attention to Product Design and Look, Alongside Efficiency

#### COUNTRY REPORTS DISCLAIMER

## Consumer Appliances in Italy - Industry Overview

### EXECUTIVE SUMMARY

Innovation in multi-functionality and energy efficiency drive consumer appliances sales

### KEY DATA FINDINGS

Chart 4 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Geopolitical uncertainty drives brands to rethink their supply chains

Multi-functionality drives sales in personal care accessories and air fryers

Introduction of the EU Green Directive boosts sales in heat pumps

Chart 5 - A New Government Bonus to Support The Installation of Heat Pumps in Italy

#### WHAT'S NEXT?

Sales consumer appliances set to remain at low levels, due to the lack of government bonus

Presence of Asian brands set to drive consumer appliances' competitive landscape

Chart 6 - Growth Decomposition of Consumer Appliances 2024-2029

#### COMPETITIVE LANDSCAPE

Beko and Oral-B drive market share shifts through innovation

Fnac-Darty's acquisition and Roborock's innovation reshape competitive dynamics

Chart 7 - Analyst Insight

## CHANNELS

Appliances and electronics continue to hold leading channel sales  
E-commerce gains regional traction and capitalises on special events

## PRODUCTS

Midea embodies multi-functionality with the launch of its new air fryer  
Chart 8 - Airfryers Become Larger and Include More Functions

## ECONOMIC CONTEXT

Chart 9 - Real GDP Growth and Inflation 2020-2030  
Chart 10 - PEST Analysis in Italy 2025

## CONSUMER CONTEXT

Chart 11 - Key Insights on Consumers in Italy 2025  
Chart 12 - Consumer Landscape in Italy 2025

## COUNTRY REPORTS DISCLAIMER

## SOURCES

Summary 1 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/air-conditioners-in-italy/report](http://www.euromonitor.com/air-conditioners-in-italy/report).