



Euromonitor  
International

# Air Conditioners in Romania

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## Air Conditioners in Romania - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Rising temperatures and replacement demand drive strong growth

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#### INDUSTRY PERFORMANCE

Strong growth driven by climate change and consumer awareness

Split air conditioners dominate sales with advanced features

Innovative launches drive eco-friendly and smart trends

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#### WHAT'S NEXT?

Consumers drive demand for smart and eco-friendly solutions

Split air conditioners lead market with advanced features

Energy efficiency and smart features drive future growth

#### COMPETITIVE LANDSCAPE

Gree maintains leadership with extensive product portfolio

No significant mergers or acquisitions or new entrants

#### CHANNELS

Appliances and electronics specialists drive air conditioner sales

Retail e-commerce emerges as fast-growing distribution channel

E-commerce plays significant role in air conditioner sales

#### PRODUCTS

Smart and AI-powered models drive innovation

Multi-functionality and compact design gain popularity

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Smart and AI-powered appliances lead innovation

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## COMPETITIVE LANDSCAPE

Beko Corp maintains its position amongst leading companies with strong brand portfolio  
Opportunities emerge from technological advancements and consumer trends

## CHANNELS

Appliances and electronics specialists lead offline sales  
Retail e-commerce gains traction with omnichannel retailers  
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Smart and AI-powered features drive innovation  
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