

# Air Treatment Products in the US

December 2024

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## Air Treatment Products in the US - Category analysis

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Record-breaking temperatures drive exceptional growth for air conditioners

Wearable air purifiers offer air filtration on-the-go

Midea gains ground on Newell Brands thanks to its U-shaped window unit

## PROSPECTS AND OPPORTUNITIES

Growth will be driven by easing inflation and hotter summers

Smart products expected to continue to gain strength in air treatment products

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