

# Air Treatment Products in Spain

December 2024

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# Air Treatment Products in Spain - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Competition heats up as demand for air treatment products grows Affordable price points drive demand for cooling fans Demand for second-hand air treatment products is on the rise

# PROSPECTS AND OPPORTUNITIES

Offline channels will continue to dominate sales but the internet still offers potential for sales and marketing Rising temperatures expected to extend the seasonality for air treatment products Energy efficiency will drive the future development of the category

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