

Air Treatment Products in Colombia

December 2024

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Air Treatment Products in Colombia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Air treatment products reports strong growth as temperatures rise

LG launches innovative new line of air conditioners

SEB Groupe's Samurai remains the most popular option for cooling down

PROSPECTS AND OPPORTUNITIES

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Efficiency and affordability likely to remain key factors in the purchasing decision

Promotional strategies will remain a key tactic for attracting consumers

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