



Euromonitor
International

Air Treatment Products in Australia

January 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Elevated cost of living influences demand for energy-efficient air treatment products

Shift away from gas increases demand for split air conditioners

Innovation through air purification

PROSPECTS AND OPPORTUNITIES

Aftersales services a strong opportunity to create long-term relationships

Smart models set to gain a stronger presence

Sustainability integrated as part of strategies for TCL and Panasonic

CATEGORY DATA

Table 1 - Sales of Air Treatment Products by Category: Volume 2019-2024

Table 2 - Sales of Air Treatment Products by Category: Value 2019-2024

Table 3 - Sales of Air Treatment Products by Category: % Volume Growth 2019-2024

Table 4 - Sales of Air Treatment Products by Category: % Value Growth 2019-2024

Table 5 - Sales of Air Conditioners by Smart Appliances: % Volume 2020-2024

Table 6 - NBO Company Shares of Air Treatment Products: % Volume 2020-2024

Table 7 - LBN Brand Shares of Air Treatment Products: % Volume 2021-2024

Table 8 - Distribution of Air Treatment Products by Format: % Volume 2019-2024

Table 9 - Production of Air Conditioners: Total Volume 2019-2024

Table 10 - Forecast Sales of Air Treatment Products by Category: Volume 2024-2029

Table 11 - Forecast Sales of Air Treatment Products by Category: Value 2024-2029

Table 12 - Forecast Sales of Air Treatment Products by Category: % Volume Growth 2024-2029

Table 13 - Forecast Sales of Air Treatment Products by Category: % Value Growth 2024-2029

Consumer Appliances in Australia - Industry Overview

EXECUTIVE SUMMARY

Consumer appliances in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

Table 14 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025

Table 15 - Replacement Cycles of Consumer Appliances by Category 2019-2025

MARKET DATA

Table 16 - Sales of Consumer Appliances by Category: Volume 2019-2024

Table 17 - Sales of Consumer Appliances by Category: Value 2019-2024

Table 18 - Sales of Consumer Appliances by Category: % Volume Growth 2019-2024

Table 19 - Sales of Consumer Appliances by Category: % Value Growth 2019-2024

Table 20 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024

Table 21 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024

Table 22 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024

Table 23 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024

Table 24 - Sales of Small Appliances by Category: Volume 2019-2024

Table 25 - Sales of Small Appliances by Category: Value 2019-2024

Table 26 - Sales of Small Appliances by Category: % Volume Growth 2019-2024

Table 27 - Sales of Small Appliances by Category: % Value Growth 2019-2024

Table 28 - NBO Company Shares of Major Appliances: % Volume 2020-2024

Table 29 - LBN Brand Shares of Major Appliances: % Volume 2021-2024

Table 30 - NBO Company Shares of Small Appliances: % Volume 2020-2024

Table 31 - LBN Brand Shares of Small Appliances: % Volume 2021-2024

Table 32 - Distribution of Major Appliances by Format: % Volume 2019-2024

Table 33 - Distribution of Small Appliances by Format: % Volume 2019-2024

Table 34 - Forecast Sales of Consumer Appliances by Category: Volume 2024-2029

Table 35 - Forecast Sales of Consumer Appliances by Category: Value 2024-2029

Table 36 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029

Table 37 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029

Table 38 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029

Table 39 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029

Table 40 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029

Table 41 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029

Table 42 - Forecast Sales of Small Appliances by Category: Volume 2024-2029

Table 43 - Forecast Sales of Small Appliances by Category: Value 2024-2029

Table 44 - Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029

Table 45 - Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

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-treatment-products-in-australia/report.