



**Euromonitor
International**

Air Conditioners in Austria

February 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Eco-friendly models drive sales

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Record-breaking heatwaves drive demand for cooling solutions

Innovative designs and eco-friendly solutions boost sales

Chart 2 - Austrian Start-Up Presents Innovative Plug-and-Play AC with Great Energy-Efficiency

Multi-functionality and compact designs boost portable air conditioners

AI-powered technology boosts energy efficiency and comfort

Chart 3 - Intelligence of Midea Products Reaches New Levels with AI-Powered AC Solstice

WHAT'S NEXT?

Consumers increasingly adopt air conditioners amid climate change

Air conditioners faces challenge in heat pumps

COMPETITIVE LANDSCAPE

Company and brand leaders win sales thanks to ongoing innovation

CHANNELS

Appliances and electronics specialists drive sales through expertise

COUNTRY REPORTS DISCLAIMER

Consumer Appliances in Austria - Industry Overview

EXECUTIVE SUMMARY

Sustainability and multi-functionality aid market growth

KEY DATA FINDINGS

Chart 4 - Key Trends 2025

INDUSTRY PERFORMANCE

Sustainability and smart features drive sales of major appliances

Sustainability drives innovation with energy-efficient appliances

Chart 5 - Liebherr Markets New Model as "Greenest" Freezer Ever

Smart features become standard in high-end appliances

Chart 6 - Connectivity and Smart Features are Increasingly Becoming Standard in Siemens Ovens

WHAT'S NEXT?

Heat pumps to see dynamic growth driven by eco-friendly climate control subsidies

Energy-efficient products and sustainability to drive consumer appliances growth

COMPETITIVE LANDSCAPE

Established leaders remain dominant as smaller brands establish themselves

Chart 7 - Growth Decomposition of Consumer Appliances 2024-2029

CHANNELS

Specialist retailers lead consumer appliances sales

ECONOMIC CONTEXT

Chart 8 - Real GDP Growth and Inflation 2020-2030

Chart 9 - PEST Analysis in Austria 2025

CONSUMER CONTEXT

Chart 10 - Key Insights on Consumers in Austria 2025

Chart 11 - Consumer Landscape in Austria 2025

COUNTRY REPORTS 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-conditioners-in-austria/report.