

# Air Treatment Products in the United Arab Emirates

December 2023

Table of Contents

## Air Treatment Products in the United Arab Emirates - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Hot weather and new residential property aid growth of air conditioners  
High price points limit greater adoption of air purifiers in local market  
Shift to e-commerce to push up sales of smaller air treatment products

#### PROSPECTS AND OPPORTUNITIES

Rising demand for advanced air treatment solutions in United Arab Emirates  
Anticipated surge in air purifier sales driven by growing consumer focus on clean air  
NIA Ltd expected to maintain leadership amid rising competition from affordable Chinese brands

#### CATEGORY DATA

Table 1 - Sales of Air Treatment Products by Category: Volume 2018-2023  
Table 2 - Sales of Air Treatment Products by Category: Value 2018-2023  
Table 3 - Sales of Air Treatment Products by Category: % Volume Growth 2018-2023  
Table 4 - Sales of Air Treatment Products by Category: % Value Growth 2018-2023  
Table 5 - Sales of Air Conditioners by Smart Appliances: % Volume 2019-2023  
Table 6 - NBO Company Shares of Air Treatment Products: % Volume 2019-2023  
Table 7 - LBN Brand Shares of Air Treatment Products: % Volume 2020-2023  
Table 8 - Distribution of Air Treatment Products by Format: % Volume 2018-2023  
Table 9 - Production of Air Conditioners: Total Volume 2018-2023  
Table 10 - Forecast Sales of Air Treatment Products by Category: Volume 2023-2028  
Table 11 - Forecast Sales of Air Treatment Products by Category: Value 2023-2028  
Table 12 - Forecast Sales of Air Treatment Products by Category: % Volume Growth 2023-2028  
Table 13 - Forecast Sales of Air Treatment Products by Category: % Value Growth 2023-2028

## Consumer Appliances in the United Arab Emirates - Industry Overview

### EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture  
2023 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 2018-2024  
Table 15 - Replacement Cycles of Consumer Appliances by Category 2018-2024

### MARKET DATA

Table 16 - Sales of Consumer Appliances by Category: Volume 2018-2023  
Table 17 - Sales of Consumer Appliances by Category: Value 2018-2023  
Table 18 - Sales of Consumer Appliances by Category: % Volume Growth 2018-2023  
Table 19 - Sales of Consumer Appliances by Category: % Value Growth 2018-2023  
Table 20 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023  
Table 21 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023  
Table 22 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023  
Table 23 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023  
Table 24 - Sales of Small Appliances by Category: Volume 2018-2023  
Table 25 - Sales of Small Appliances by Category: Value 2018-2023  
Table 26 - Sales of Small Appliances by Category: % Volume Growth 2018-2023

Table 27 - Sales of Small Appliances by Category: % Value Growth 2018-2023  
Table 28 - NBO Company Shares of Major Appliances: % Volume 2019-2023  
Table 29 - LBN Brand Shares of Major Appliances: % Volume 2020-2023  
Table 30 - NBO Company Shares of Small Appliances: % Volume 2019-2023  
Table 31 - LBN Brand Shares of Small Appliances: % Volume 2020-2023  
Table 32 - Distribution of Major Appliances by Format: % Volume 2018-2023  
Table 33 - Distribution of Small Appliances by Format: % Volume 2018-2023  
Table 34 - Forecast Sales of Consumer Appliances by Category: Volume 2023-2028  
Table 35 - Forecast Sales of Consumer Appliances by Category: Value 2023-2028  
Table 36 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028  
Table 37 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028  
Table 38 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028  
Table 39 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028  
Table 40 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028  
Table 41 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028  
Table 42 - Forecast Sales of Small Appliances by Category: Volume 2023-2028  
Table 43 - Forecast Sales of Small Appliances by Category: Value 2023-2028  
Table 44 - Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028  
Table 45 - Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

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## SOURCES

Summary 1 - Research Sources

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