

# Air Treatment Products in the Netherlands

December 2023

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## Air Treatment Products in the Netherlands - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Retail volume sales remain positive as consumers invest in energy-efficient products

Increased time in the household encourages consumers to invest in air purifiers

Consumers look for budget products with fewer premium features in 2023

#### PROSPECTS AND OPPORTUNITIES

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Air purifiers will benefit from a rising interest from allergy sufferers

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