

Air Treatment - US - November 2012

Scope and Themes



“The size of the air treatment appliance market can fluctuate from year to year based on the weather, the economy, or other external factors. In spite of post-recession gains, however, overall category sales have yet to reach their 2007 level. In order to sustain faster growth, marketers will need to explore new ways to make air treatment appliances more compelling and relevant to consumers’ lives.”

– John Owen, Senior Analyst, Household

In this report we answer the key questions:

- **Is there an opportunity to boost ownership of air treatment appliances?**
- **How satisfied are current owners?**
- **What’s holding back higher ownership and usage?**

Hot summers and tentative economic improvement have helped the air treatment appliance market post three consecutive years of sales gains. Still, overall category sales have yet to reach their 2007 level. While short-term events will continue to influence the market, sustained long-term growth will require air treatment marketers and retailers to explore new ways to make air treatment appliances more relevant to consumers’ lives. This report features analysis of exclusive Mintel consumer research exploring opportunities to reposition air treatment appliances as more compelling solutions to everyday family and home care issues. Among the topics examined are energy management, health and wellness, styling, personalization, and getting a good night’s sleep.

This report builds on the analysis presented in Mintel’s *Air Treatment—U.S., December 2007*. It focuses on room air conditioners, space heaters, humidifiers, air cleaners/air purifiers, and dehumidifiers.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

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