

# Air Treatment Products in Nigeria

December 2024

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# Air Treatment Products in Nigeria - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Harsh weather conditions reduce demand for cooling products

Air coolers and portable room air conditioners are deemed non-essential

Value brands drive volume growth within air treatment products

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Changes in weather patterns and economic recovery will drive growth Increase in electricity prices will boost demand for energy efficient products Appliance and electronics specialists to remain prominent channel

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