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Global Air Conditioner Market: Size, Trends and Forecasts (2016-2020)

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Abstracts

Scope of the Report

The report titled “Global Air Conditioner Market: Size, Trends and Forecasts (2016-2020)” presents a detailed analysis of global air conditioner market. The report provides a detailed analysis of significant trends and potential opportunities available in the market. The report provides an in depth study of market overview, market sizing both in terms of value & volume, key players of the market and regional breakdown of global market. The report also highlights on the available opportunities for the market and major dynamics that will be responsible for the growth of the market. The market size and forecast in terms of US$ for global air conditioner market has been provided for the period 2016 to 2020, considering 2014 as the base year.

The report provides an analysis of the global market in terms of both value and volume. It provides detailed description of revenue, demand in the market for both residential as well as commercial air conditioners, market share breakdown by the country, top players of the market and product segmentation. The report provides detailed information regarding the emergent trends of the market, major growth drivers and challenges that will encounter the market in coming years.

The report also provides detailed regional country analysis covering China, Japan, Asia (excluding China and Japan), North America and Europe. Asia is the largest market for air conditioners. It has the largest share in the overall global demand of air conditioners for the last five years. North America is another major market for air conditioners in terms of demand. In the forecasted period also, Asia has the potential to be the largest market for air conditioners in terms of global demand.

Furthermore, the report profiles key market players such as Daikin Industries Ltd., Hitachi Ltd., Bluestar Limited and Mitsubishi Electric Corporation on the basis of attributes such as company overview, recent developments, strategies adopted by the market leaders to ensure growth, sustainability, financial overview and recent developments.

Country Coverage

China

Japan

Asia (Excluding China & Japan)

North America

Europe

Company Coverage

Daikin Industries Ltd.

Hitachi Ltd.

Bluestar Limited

Mitsubishi Electric Corporation

Executive Summary

There are two major categories of air conditioners namely residential air conditioners and commercial air conditioners. Residential air conditioners consist of split & mini ACs, window ACs and portable ACs etc. These air conditioners are generally small in size and installed in small places like residential homes or small shops. Commercial air conditioners are bulky in size and most preferably installed in big industries. Commercial air conditioners include VRF, Chillers and VRV etc. These air conditioners are used for cooling of large area spaces such as offices and restaurants etc. Popularity

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of residential air conditioners has increased dramatically with the advent of central air, a strategy that utilizes the ducting in a home for both heating and cooling.

Air conditioner market has shown rising trends over the past few years. Key factors behind the growth of the market are increasing urban population, intensifying urban heat island, increasing disposable income of population of emerging economies and increasing demand for split AC etc.

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