

# Quarterly Report of China Air-conditioner Market, Q1 2007

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## Abstracts

Of 20 brands surveyed, only Gree Air-conditioner enjoyed an attention rate of over 50%. Nine out of the most focused 13 air-conditioner brands are made in China, with accumulated attention rate of 86%.

Users paid more attention to hanging air-conditioner (65.82%) than vertical air-conditioner (34.18%).

Users paid most attention to 2P air-conditioner (31.02%), then to 1P air-conditioner (30.57%), and then to 1.5P air-conditioner (27.71%). The three kinds of power air-conditioners are very welcomed among consumers, and the accumulated attention rate of the three was up to 89.30%.

Users prefer RMB 4, 000 below hanging air-conditioners, with a proportion of 71.8%; air-conditioner priced at above RMB 4, 000 had an attention rate of 28.2%. In addition, the luxurious high-end air-conditioner priced at over RMB 10,000 had an attention rate of merely 0.5%.

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