

Air Conditioning Market in Italy 2019

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Abstracts

Air conditioning (AC) is a system used to cool down the temperature in an inside space by removing the existing heat and moisture from the room. It is essential to a comfortable home or work environment. A study by StrategyHelix indicates that the air conditioning market in Italy, in terms of volume, increased by 7.9% and reached 1,163 thousand units in 2018 compared with the previous year.

The report provides up-to-date market size data covering key market aspects like volume for air conditioning. The Italy air conditioning market is segmented on the basis of type. Based on type, the air conditioning market in Italy is categorized into room AC, commercial AC. In Italy, the room AC segment made up the largest share of the air conditioning market.

The room AC market is further segmented into window air conditioners, and split air conditioners. The split air conditioners segment was the largest contributor to the Italy air conditioning market in 2018. Furthermore, the commercial AC market has been categorized into PAC air conditioners, and VRF air conditioners. The PAC air conditioners segment is estimated to account for the largest share of the air conditioning market in Italy.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the air conditioning market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

Report Scope

Type: room AC, commercial AC

Base year: 2018

Key Benefits for Stakeholders

Get a comprehensive picture of the Italy air conditioning market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

Understand what the future of the air conditioning market in Italy looks like

Identify the competitive landscape and window of opportunity

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Study period
Geographical scope
Research methodology

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PART 3. MARKET BREAKDOWN BY TYPE

Room AC
Commercial AC
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