

# Air Conditioning Market in Italy 2020

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Date: January 2022

Pages: 16

Price: US\$ 75.00 (Single User License)

ID: AF5A5CD4B98CEN

## 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. The air conditioning market in Italy was estimated at 1,196 thousand units in 2019, an increase of 2.8 percent over 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. On the basis of type, the air conditioning market in Italy has been segmented into room AC, commercial AC. Among these, the room AC segment was accounted for the largest share of the market in 2019.

The room AC market is further segmented into window air conditioners, and split air conditioners. The split air conditioners segment captured the largest share of the market in 2019. Furthermore, the commercial AC market has been categorized into PAC air conditioners, and VRF air conditioners. According to the research, the PAC air conditioners segment had the largest share in 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: 2019

### 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

## Contents

### **PART 1. INTRODUCTION**

Study period  
Geographical scope  
Research methodology

### **PART 2. AIR CONDITIONING MARKET OVERVIEW**

### **PART 3. MARKET BREAKDOWN BY TYPE**

Room AC  
Commercial AC  
About StrategyHelix  
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