

# **Saudi Arabia Halal Cosmetics Market By Type (Skin Care, Bath & Shower Products, Makeup & Color Cosmetics, Hair Care, Fragrances & Deodorants, and Others), By Demography (Men, Women, and Unisex), By Sales Channel (Supermarkets/Hypermarkets, Multi-Branded Stores, Online and Others), By Region, By Competition Forecast & Opportunities, 2018-2028F**

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## **Abstracts**

North America Air Conditioners Market has valued at USD 24.6 billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 6.07% through 2028. The North America air conditioners market is a robust and dynamic sector that plays a pivotal role in providing climate control solutions to a diverse range of applications, from residential to commercial and industrial.

The North America air conditioners market has witnessed steady growth over the years, driven by factors such as rising temperatures, increased urbanization, and a growing awareness of energy efficiency. The market comprises a variety of cooling solutions, including split ACs, window units, portable air conditioners, central air conditioning systems, and ductless mini-split systems. This diversity of products caters to the varied cooling needs of consumers across the region.

North America experiences a wide range of climates, from scorching summers in the southern United States to extreme cold in northern regions like Canada. As a result, air conditioners are considered essential for maintaining comfortable indoor environments during hot summers.

Rapid urbanization has led to increased construction of residential and commercial

buildings with modern cooling requirements. Urban dwellers often rely on air conditioning to combat heat and humidity, driving demand.

Stringent energy efficiency standards and regulations in North America have influenced consumers and manufacturers to prioritize energy-efficient air conditioning systems. Energy Star certification and other initiatives have contributed to the adoption of eco-friendly and energy-saving technologies.

The need to replace older, less efficient cooling systems with newer, more energy-efficient models has been a driving force in the market. Consumers are increasingly seeking systems that offer improved performance and reduced energy consumption.

The extensive use of air conditioners can strain energy resources and contribute to greenhouse gas emissions. Balancing the demand for cooling comfort with environmental sustainability remains a challenge. Additionally, high upfront costs for purchasing and installing air conditioning systems can deter some consumers. However, the potential long-term energy savings often justify the initial investment. Furthermore, the demand for air conditioners in North America experiences significant seasonal fluctuations, with peak demand during the summer months. This seasonality can pose challenges for manufacturers and retailers in terms of inventory management.

Smart technology integration has become a prominent trend, with the development of Wi-Fi-enabled air conditioners that can be controlled remotely via smartphones. These systems offer enhanced convenience and energy management features. Additionally, ductless mini-split air conditioners have gained popularity due to their energy efficiency, zoning capabilities, and ease of installation. They are well-suited for retrofitting older homes and commercial spaces. Furthermore, heat pump air conditioners are on the rise as they offer both cooling and heating functions in a single system. This versatility makes them attractive to consumers seeking year-round climate control solutions.

## Key Market Drivers

### Climate Variability and Extreme Weather Conditions

One of the most significant drivers of the North America air conditioners market is the region's climate variability and the occurrence of extreme weather conditions. North America experiences a wide range of climates, from arctic conditions in northern regions to scorching summers in the south. This climate diversity has led to a substantial demand for air conditioning systems that can provide both heating and

cooling solutions.

In recent years, the frequency and intensity of heatwaves have increased across North America due to climate change. These prolonged periods of hot weather have driven consumers to invest in air conditioning systems for comfort and safety. Additionally, severe cold snaps in certain regions have heightened the need for heating solutions, making heat pump systems that offer both cooling and heating capabilities increasingly popular.

As extreme weather events become more frequent, homeowners and businesses are looking for energy-efficient and reliable air conditioning systems that can provide climate control throughout the year. This trend has led to the adoption of advanced technologies such as inverter-driven compressors, smart thermostats, and energy-efficient HVAC systems, which not only provide comfort but also help reduce energy consumption and greenhouse gas emissions.

### Energy Efficiency and Environmental Sustainability

Energy efficiency and environmental sustainability have become major drivers of the North America air conditioners market. With growing concerns about climate change and the environmental impact of energy consumption, consumers and regulatory bodies are prioritizing energy-efficient cooling and heating solutions.

The U.S. Environmental Protection Agency (EPA), for instance, introduced the ENERGY STAR program, which certifies energy-efficient products, including air conditioners. Consumers in North America are increasingly seeking ENERGY STAR-certified air conditioning systems to reduce their energy bills and minimize their carbon footprint.

Government incentives and rebates for energy-efficient HVAC systems further encourage consumers and businesses to invest in environmentally friendly cooling solutions. These incentives, combined with the desire to reduce long-term operational costs, are driving the adoption of high-efficiency air conditioning units that use less electricity and lower greenhouse gas emissions.

Furthermore, innovations such as variable refrigerant flow (VRF) systems and the use of low global warming potential (GWP) refrigerants are gaining traction in the North America air conditioners market. These technologies not only enhance energy efficiency but also align with environmental regulations aimed at phasing out high-GWP

refrigerants, such as hydrochlorofluorocarbons (HCFCs) and hydrofluorocarbons (HFCs).

### Smart Technology and Connectivity

The integration of smart technology and connectivity features in air conditioning systems is another major driver reshaping the North America air conditioners market. Consumers increasingly seek connected HVAC solutions that offer convenience, control, and energy savings.

Smart thermostats and air conditioning systems allow users to remotely control temperature settings, monitor energy usage, and create personalized cooling schedules through smartphone apps and voice-activated assistants like Amazon Alexa and Google Assistant. This level of control empowers consumers to optimize their energy consumption, reduce utility bills, and create a more comfortable indoor environment.

Moreover, the rise of the Internet of Things (IoT) has enabled the development of connected HVAC ecosystems, where air conditioners can communicate with other smart devices in the home, such as lighting, blinds, and security systems. This synergy enhances energy efficiency by coordinating the operation of various devices to minimize energy waste.

Businesses are also embracing smart HVAC solutions, as they offer real-time monitoring and predictive maintenance capabilities. Smart air conditioning systems can detect performance issues or faults early, preventing costly breakdowns and optimizing energy usage in commercial buildings.

The demand for smart technology in air conditioning systems has led manufacturers to incorporate advanced features, such as machine learning algorithms that adapt to users' preferences, air quality sensors that improve indoor air quality, and energy management systems that provide insights into energy consumption patterns.

### Key Market Challenges

#### Energy Efficiency and Environmental Regulations

One of the foremost challenges facing the North America air conditioners market is the growing emphasis on energy efficiency and environmental regulations. As the awareness of climate change and environmental sustainability increases, there is

mounting pressure on manufacturers to produce air conditioning systems that are more energy-efficient and have a reduced carbon footprint.

The U.S. and Canada have introduced stringent energy efficiency standards and regulations for appliances, including air conditioners. These regulations aim to limit energy consumption and greenhouse gas emissions. While these standards are critical for environmental conservation, they pose a challenge for manufacturers who must invest in research and development to meet these requirements.

Meeting these energy efficiency standards often necessitates the incorporation of advanced technologies like variable-speed compressors, improved insulation, and smart controls, which can increase production costs. Manufacturers must balance the need for compliance with consumer expectations for affordability, posing a significant challenge in the market.

### Changing Consumer Preferences and Technological Advancements

Consumer preferences in North America are evolving rapidly, driven by factors such as climate change concerns, smart home integration, and health-related considerations. Modern consumers are looking for air conditioners that not only cool efficiently but also offer features like air purification, humidity control, and compatibility with smart home systems.

To stay competitive, manufacturers need to continuously innovate and incorporate cutting-edge technologies into their products. This includes the integration of IoT (Internet of Things) capabilities for remote monitoring and control, as well as the use of eco-friendly refrigerants to align with environmental regulations. However, staying at the forefront of technological advancements can be a considerable challenge, as it requires substantial investments in research and development.

Moreover, educating consumers about the benefits and functionalities of these advanced air conditioning systems is essential, as they often come at a premium cost. Convincing consumers to invest in high-tech, energy-efficient air conditioners can be a hurdle, especially when the initial purchase price is higher than traditional systems.

### Market Competition and Price Sensitivity

The North America air conditioners market is fiercely competitive, with numerous manufacturers, both domestic and international, vying for market share. This intense

competition exerts downward pressure on prices, making it challenging for manufacturers to maintain healthy profit margins while producing high-quality, energy-efficient units.

Price sensitivity is a significant concern for both manufacturers and consumers. While consumers are often drawn to lower-priced options, manufacturers are constrained by the rising costs of materials, labor, and compliance with energy efficiency standards. This challenge necessitates efficient supply chain management, cost-effective production processes, and effective marketing strategies to highlight the long-term cost savings associated with energy-efficient air conditioning systems.

Furthermore, the market is susceptible to economic fluctuations and external factors, such as trade policies and tariffs, which can impact pricing and supply chain dynamics. Manufacturers must navigate these uncertainties while delivering competitively priced products that meet consumer demands.

## Key Market Trends

### Energy Efficiency and Sustainability

One of the most significant and enduring trends in the North America air conditioners market is the increasing emphasis on energy efficiency and sustainability. This trend is driven by several factors:

**Environmental Concerns:** Growing awareness of climate change and environmental issues has led consumers and governments alike to prioritize eco-friendly solutions. In response, manufacturers are developing air conditioning systems that use environmentally friendly refrigerants with lower global warming potential (GWP) and reduced greenhouse gas emissions.

**Energy Regulations:** Stringent energy efficiency regulations, such as the SEER (Seasonal Energy Efficiency Ratio) and EER (Energy Efficiency Ratio) standards, have been implemented in North America. These regulations mandate that air conditioning systems must meet specific energy performance criteria, promoting the development of more energy-efficient models. Manufacturers are investing in research and development to create systems that not only meet these standards but also exceed them, providing consumers with highly efficient options that help reduce energy bills.

**Smart and Connected Technologies:** The integration of smart and connected

technologies in air conditioning systems has become a trend. Modern air conditioners can be controlled remotely through smartphones and smart home systems, allowing users to optimize their cooling preferences while minimizing energy consumption. Moreover, these systems can "learn" user preferences and adjust settings automatically for optimal efficiency.

### Health and Air Quality Concerns

The COVID-19 pandemic has elevated the importance of indoor air quality and health considerations, leading to specific trends in the North America air conditioners market:

**Air Purification:** Many consumers are seeking air conditioners equipped with advanced air purification systems that can remove particles, allergens, and contaminants from the indoor air. HEPA filters and UV-C light technology are increasingly integrated into air conditioning systems to improve indoor air quality.

**Humidity Control:** Maintaining optimal indoor humidity levels is crucial for comfort and health. Some air conditioners now include dehumidification features, which not only enhance comfort but also inhibit mold and bacteria growth.

**HVAC Integration:** The integration of heating, ventilation, and air conditioning (HVAC) systems is on the rise. Consumers are looking for comprehensive solutions that can efficiently control temperature and air quality throughout their homes, rather than standalone air conditioners.

### Adoption of Inverter Technology

Inverter technology is gaining traction in the North America air conditioners market due to its energy efficiency and performance benefits:

**Energy Savings:** Inverter-based air conditioners adjust compressor speed and cooling capacity based on the room's temperature, ensuring that the system operates at the optimal level. This results in significant energy savings compared to traditional fixed-speed systems that constantly cycle on and off.

**Enhanced Comfort:** Inverter technology provides precise temperature control and reduces temperature fluctuations, resulting in improved comfort for users. The gradual cooling and heating process also lead to less noise and wear and tear on the system.

**Environmental Impact:** By consuming less energy and operating more efficiently, inverter-based air conditioners have a lower carbon footprint, aligning with sustainability goals and environmental concerns.

## Segmental Insights

### Product Type Insights

Splits, also known as ductless or mini-split air conditioning systems, have secured a substantial share in the North America air conditioners market. This dominance can be attributed to several factors that make split systems an appealing choice for both residential and commercial cooling needs in the region.

**Energy Efficiency:** Split air conditioners are highly energy-efficient, and in a market where energy conservation and sustainability are paramount, this feature is particularly appealing. These systems use inverter technology, which adjusts compressor speed based on cooling demands, resulting in lower energy consumption and reduced electricity bills. As North America continues to focus on environmental concerns, the energy-efficient nature of split systems aligns perfectly with these priorities.

**Zonal Cooling:** One of the key advantages of split air conditioners is their ability to provide zonal cooling. This means different rooms or zones within a building can be individually controlled, allowing for personalized comfort levels. In North America, where there are diverse climate conditions and varying temperature preferences, zonal cooling has become highly desirable, making split systems a popular choice.

**Easy Installation:** Split systems are relatively easy to install compared to traditional ducted HVAC systems. The absence of ductwork not only simplifies installation but also reduces the associated costs. This convenience has led to a growing preference for split systems, especially in retrofitting older buildings where installing ducts may be impractical.

**Flexibility in Design:** Split air conditioners offer flexibility in terms of design and placement. The indoor units can be mounted on walls, ceilings, or concealed in various ways, ensuring they blend seamlessly with the interior decor. This design flexibility is appealing to homeowners and business owners in North America who value aesthetics and space optimization.

**Quiet Operation:** Split systems are known for their quiet operation. The indoor unit's



noise level is significantly lower than that of traditional window or central air conditioning units. This feature is highly desirable for residential applications, where peace and quiet are paramount, as well as for commercial spaces where a comfortable and distraction-free environment is essential.

**Diverse Product Range:** Manufacturers offer a diverse range of split air conditioning systems to cater to various needs. This includes single-zone systems for small spaces and multi-zone systems for larger homes or commercial properties. The availability of options ensures that consumers in North America can find a split system that suits their specific requirements.

**Increasing Consumer Awareness:** Consumer awareness regarding the benefits of split air conditioners, such as energy savings, better indoor air quality, and customized comfort, has been steadily rising in North America. As consumers seek more efficient and eco-friendly cooling solutions, the demand for split systems has grown significantly.

In conclusion, split air conditioning systems have gained a substantial share in the North America air conditioners market due to their energy efficiency, zonal cooling capabilities, ease of installation, design flexibility, quiet operation, and diverse product offerings. As the region continues to prioritize energy conservation and environmental sustainability, the popularity of split systems is expected to persist and even expand, further solidifying their position in the market.

## End Use Insights

The North American air conditioners market is a dynamic and competitive industry that caters to various sectors, with the residential sector standing out as a significant contributor to its growth and stability. The residential sector's substantial share in the North America air conditioners market can be attributed to several key factors.

Air conditioning has become an essential component of modern living in North America, where summers can be hot and humid, and winters extremely cold. Residents prioritize comfort and maintaining a desirable indoor climate throughout the year. Air conditioners are seen as a necessity, not just a luxury, to ensure a high quality of life.

North America experiences a wide range of climatic conditions, from scorching summers in the southern United States to frigid winters in Canada. This climate variability drives the demand for versatile air conditioning solutions that can provide both cooling and heating capabilities. Ductless mini-split systems, for example, have gained

popularity for their ability to offer year-round comfort.

With a growing emphasis on energy efficiency and sustainability, homeowners and builders in North America are increasingly choosing energy-efficient air conditioning systems. This trend aligns with government initiatives and rebates that incentivize the installation of energy-efficient appliances. Energy-efficient air conditioners not only reduce utility bills but also contribute to environmental conservation.

The ongoing construction of new residential properties and renovation projects in North America further drives the demand for air conditioning systems. Many newly constructed homes are equipped with central air conditioning, while older homes undergo retrofits to accommodate modern cooling solutions.

Technological advancements have led to the development of smart air conditioning systems that can be controlled remotely through smartphones and other devices. These innovative features enhance convenience and control, appealing to tech-savvy homeowners.

Air quality and indoor comfort play a crucial role in the health and well-being of residents. As awareness of indoor air quality grows, so does the demand for air conditioners equipped with air purification and filtration systems, ensuring cleaner and healthier indoor environments.

The COVID-19 pandemic has also influenced the residential air conditioning sector. Many homeowners have invested in air purifiers and systems with enhanced filtration to mitigate the spread of airborne contaminants, reinforcing the importance of air quality in residential spaces.

While air conditioning is essential across North America, regional variations exist in terms of preferred systems. In the southern United States, central air conditioning is prevalent, while in more temperate climates, ductless systems or window units may be favored.

## Regional Insights

The United States plays a pivotal role in the North America air conditioners market, commanding a significant share of this dynamic industry. The American air conditioning market is characterized by various factors, including the country's vast geographic diversity, climate variations, economic prosperity, and technological advancements, all

contributing to its substantial presence in the North American market.

**Geographic Diversity and Climate Variations:** The United States spans a wide range of climate zones, from the arctic chill of Alaska to the scorching heat of Arizona. This diversity in climate conditions creates a constant demand for air conditioning solutions across the country. Americans rely on air conditioners not only for comfort but also for health and safety during extreme weather conditions, such as heatwaves and frigid winters.

**Economic Prosperity:** The United States boasts a strong and affluent consumer base. The country's high GDP per capita and overall economic prosperity enable a significant portion of the population to invest in air conditioning systems. Furthermore, businesses, industries, and commercial establishments depend on air conditioning to maintain comfortable working conditions and protect valuable equipment.

**Technological Advancements:** The U.S. is a hub for technological innovation and research. American manufacturers are at the forefront of developing advanced air conditioning technologies, including energy-efficient systems, smart thermostats, and eco-friendly refrigerants. These innovations not only cater to domestic demand but also influence the global air conditioning market.

**Energy Efficiency Regulations:** The U.S. government has been proactive in promoting energy efficiency and environmental sustainability. Stringent regulations, such as SEER (Seasonal Energy Efficiency Ratio) standards, have driven the adoption of energy-efficient air conditioning systems. As consumers become increasingly conscious of their carbon footprint, energy-efficient options have gained popularity.

**HVAC Industry:** The Heating, Ventilation, and Air Conditioning (HVAC) industry in the United States is well-established and highly competitive. It comprises a wide range of manufacturers, suppliers, and service providers, creating a robust ecosystem for air conditioning products and services. This competitiveness drives innovation and ensures a diverse array of choices for consumers.

**Commercial and Residential Sectors:** The United States' air conditioning market caters to both residential and commercial sectors. Residential homes, apartments, and condominiums require cooling solutions for comfortable living, while commercial establishments, including offices, hotels, hospitals, and retail spaces, rely heavily on air conditioning for customer comfort and operational efficiency.

Replacement Market: In addition to new installations, the replacement market for air conditioners is substantial in the United States. Many older systems are being upgraded to more energy-efficient models, further driving market growth.

### Key Market Players

Daikin Industries, Ltd.

Mitsubishi Electric Corporation

Hitachi-Johnson Controls Air Conditioning

Carrier Global Corporation

Whirlpool Corporation

Haier Smart Home Co. Ltd.

LG Electronics

Panasonic Corporation

Robert Bosch GmbH

Samsung Electronics Co., Ltd.

### Report Scope:

In this report, the North America air conditioners market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### North America Air Conditioners Market, By Product Type:

Splits

VRFs

Chillers

Windows

Others

North America Air Conditioners Market, By End Use:

Residential

Commercial/Industrial

North America Air Conditioners Market, By Country:

United States

Canada

Mexico

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the North America air conditioners market.

Available Customizations:

North America Air Conditioners Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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