



Greece Air Conditioning 2005

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Greek Air Conditioning Report

The report describes the commercial structure of the Greek residential and light commercial air conditioning market, providing an in dept insight into the developments in 2004:

- Trends (volume) 1993-2004 & forecasts to 2009
- Market value & average prices in 2004
- Technical segmentations
- Market shares by supplier
- Distribution of air conditioning & heating products.

The product scope covers direct expansion air conditioners: window room, portable, split (mono and multi), variable refrigerant flow (VRF), and rooftop.

Greece Background

At the end of 2004 Greece had around 11 million inhabitants. The Greek economy has in recent years been one of the top performers in the Euro zone. The situation looks favourable, with acceleration both in private consumption and general investments. In addition, the unemployment rates have also been falling for several years.

Market Developments

The market is dominated by split system air conditioners, and mono-split units in particular. Greece has a relatively low market penetration, with only around 40% of all residential buildings equipped with an air conditioning system.

Consumer perception of air conditioning has changed in recent years, from that of a luxury product to a mass-market appliance increasingly penetrating the residential sector. The reasons are varied: better affordability, extending credit options, wider choice and climate are all key contributors to this changing attitude.

The Greek air conditioning market is however currently experiencing somewhat of a crisis, amplified by a slowdown in the economy that the country is facing after the Olympic Games, returning demand to normal levels. The market shows signs of a lack of maturity: demand is highly sensitive to weather variations and supply diversity is increasing significantly year on year.

The growing penetration of Asian-manufactured goods has made accessible the latest technology and comfort features to a large consumer base, with a wide range of products to choose from at affordable prices. The leading suppliers of split system air conditioners to the Greek market include: FUJITSU, MITSUBISHI and DAIKIN.

Click [here](#) for detailed information on the survey (product segmentation, tables, figures, distribution etc.).

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