

Local production propelling the AC market in Bangladesh

Previously, AC was a luxury product for upper-class people, but gradually, it is getting popular among all classes due to the country's hot weather, 100 per cent electrification, swelling purchasing power, affordable prices and quick services for the product.

JAGARAN CHAKMA

Locally manufactured air conditioners (ACs) are starting to dominate the domestic market as consumers are pleased to be getting good quality cooling systems at reasonable prices.

Over the past decade, the AC market has been growing steadily in Bangladesh due to the country's hot and humid climate, along with the increased purchasing power of affluent people.

As such, the demand for air conditioners in both residential and commercial sectors has grown significantly. According to market insiders, locally manufactured units of GREE, Walton, Singer, Media, and Vision now occupy around 70 to 75 per cent of the AC market in Bangladesh.

Besides, international brands, such as Panasonic, Daikin, LG, Samsung, Sharp, General, Toshiba, and Whirlpool are available as higher middle-class and premium customers prefer globally renowned brands.

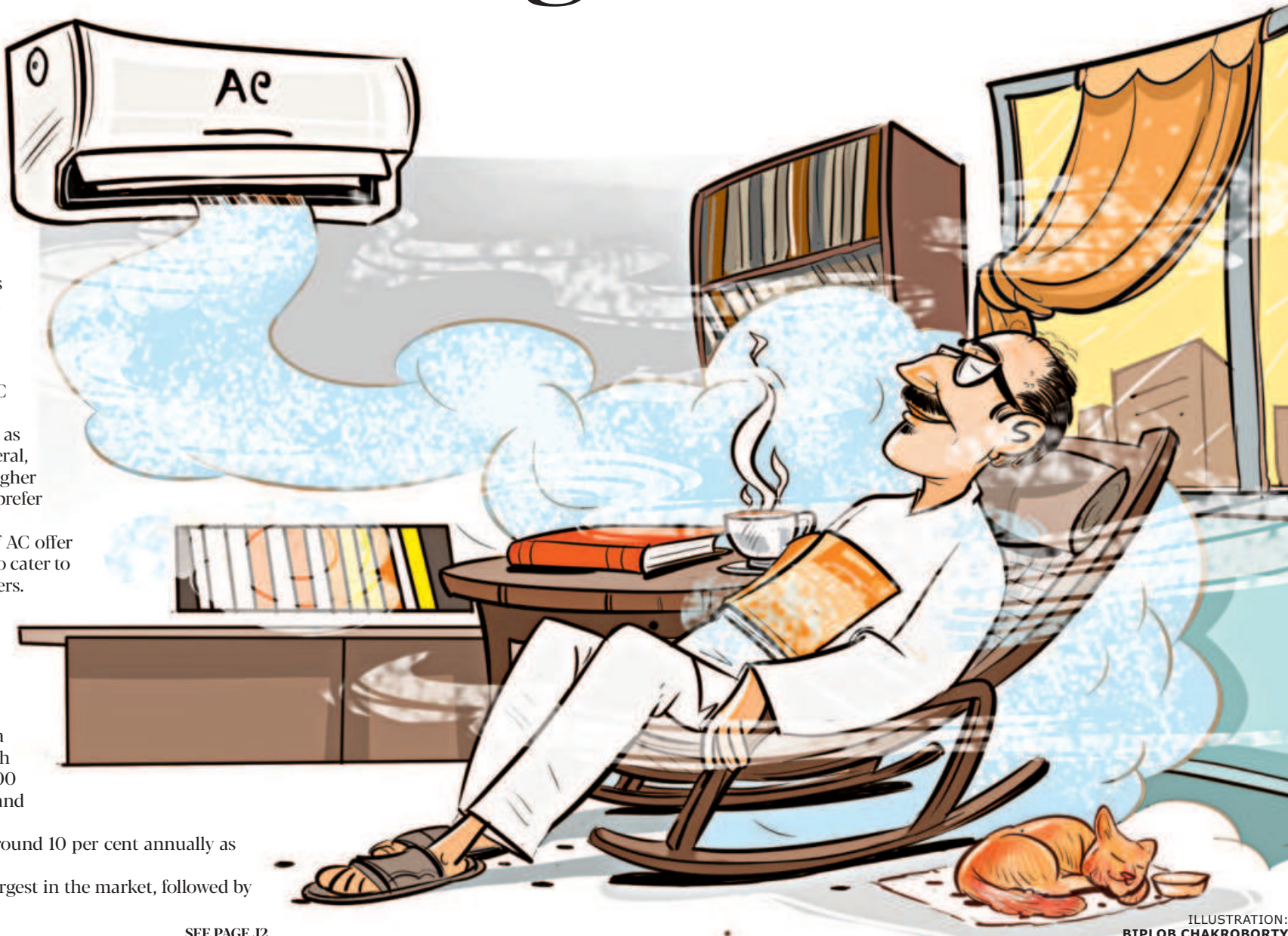
However, both foreign and local brands of AC offer a wide range of different features and prices to cater to the diverse needs and preferences of consumers.

On the number of ACs being sold, reliable data is hard to come by. Industry people estimate that at least 500,000 units meant for homes would be sold this year, while it was around 400,000 last year.

They say the projected rise in sales is mainly due to rising temperatures in Dhaka city, which recently reached a six-decade-high of 40.5 degrees Celsius. On average, Tk 5,000 crore worth of ACs are sold for residential and commercial purposes every year.

According to them, the market grew at around 10 per cent annually as prices came down over the last 10 years.

The split air conditioner segment is the largest in the market, followed by the window air conditioner segment.



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