

CHILLING THE HEAT

INSIDE BANGLADESH'S BOOMING AC MARKET

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Once seen as a luxury reserved for the elite, air conditioners (ACs) in Bangladesh have become an everyday essential. Today, the AC market is booming, with locally manufactured brands leading the charge and transforming the electronics landscape of the country.

Bangladesh's journey from importer to self-sufficient AC producer mirrors its broader economic transition—from a lower-income country to a burgeoning middle-income nation. With scorching summer temperatures and a growing middle class, the demand for cooling solutions has soared. Local brands now control around 70 percent of the market, with foreign brands accounting for the rest, primarily in Dhaka and Chattogram's upscale neighbourhoods.

The shift isn't just economic—it's technological too. Inverter ACs, which consume significantly less electricity, have become the new standard. These energy-efficient units are driving both household and commercial demand, making cooling not just accessible but sustainable.

For households, ACs with capacities between one ton and one and a half tons are the most popular, with one and a half ton models in particularly high demand.

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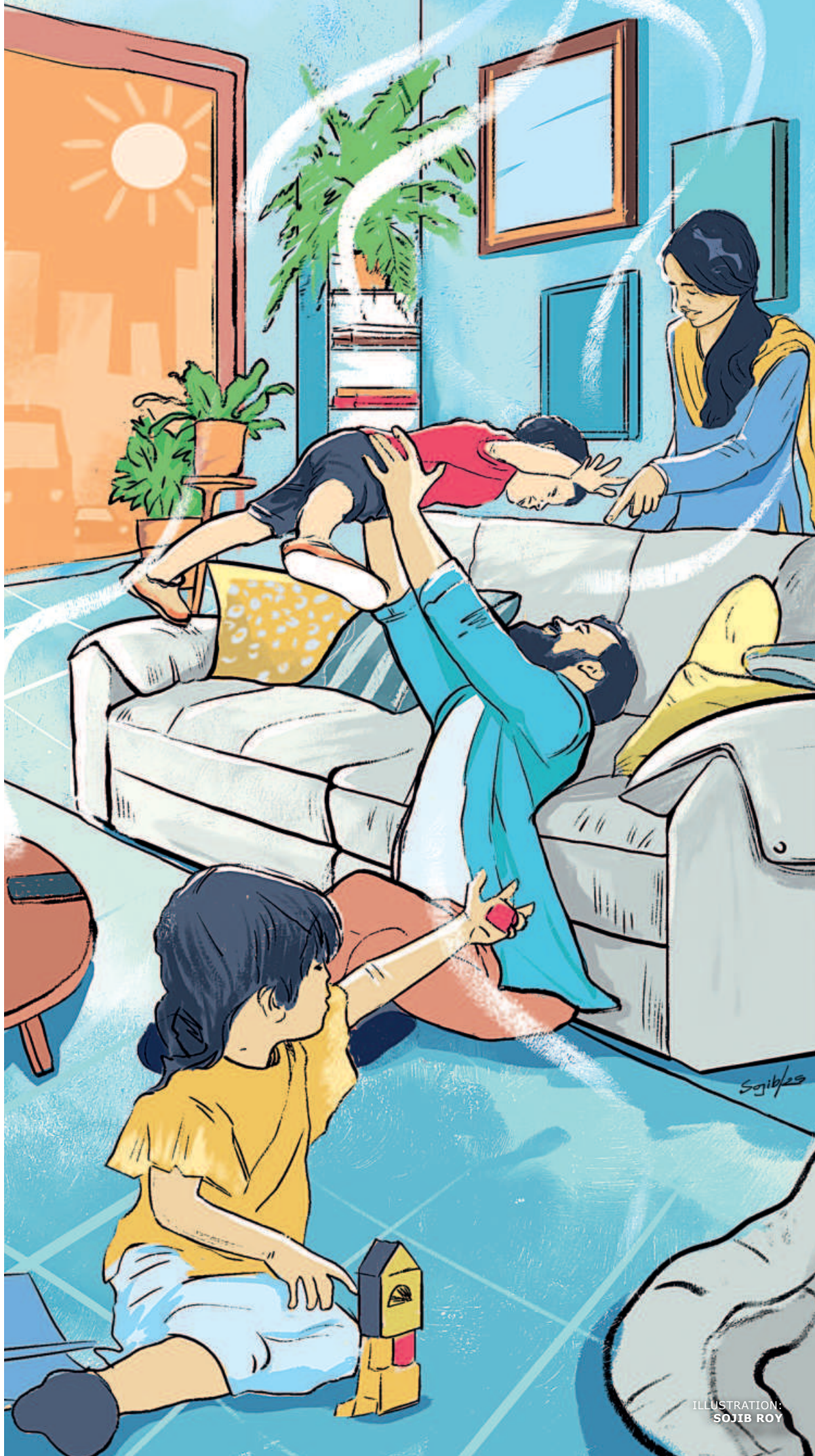


ILLUSTRATION:
SOJIB ROY



WALTON

Air Conditioner



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PEOPLE'S NO. 1 CHOICE

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FREE
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3 Years
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For Specific Models
Inverter PCB
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WARRANTY

Inverter Compressor
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Conditions Apply



ISO 9001: 2015, ISO 14001: 2015 &
ISO 45001: 2018 Certified Company

All models are listed by
NUSDAT-UTS
AN ISO 9001: 2015 REGISTERED LABORATORY

Capable to test as per Bangladesh, India, Saudi Arabia, UAE, Sri Lanka & British Standard
Accepted in IAC & APLAC Member Countries

