



## The rising stakes of **COOLING**

TAGABUN TAHARIM TITUN

The sweltering heat of the Bangladeshi summer has historically been a seasonal challenge, but in recent years, it has transformed into a primary driver for one of the country's most dynamic consumer electronics sectors. Once considered a luxury reserved for the elite,

the air conditioner (AC) has rapidly transitioned into an essential household appliance for the middle class. Driven by rising urban temperatures, increasing disposable income, and a robust local manufacturing ecosystem, the AC market in Bangladesh is currently undergoing a significant technological and structural shift.

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ILLUSTRATION: ZARIF FAIAZ

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