

## **Mitsubishi Electric Conducts Europe-Wide Research on Air Conditioning and Brand Perception**

**Mitsubishi Electric, in collaboration with Nielsen, has carried out a comprehensive study exploring consumers' sensory, cognitive, emotional, and relational behaviors within the air conditioning sector. Conducted across 12 European countries, including Türkiye, the research provides valuable insights into consumer purchasing habits, product evaluation criteria, and expectations. The findings offer important input that will help guide the brand's customer-centric strategies.**

According to the research, the air conditioning usage rate across Europe has reached 71%. Among users, 82% utilize their systems for both heating and cooling purposes, 16% use them solely for cooling, and 2% only for heating. These figures highlight the growing demand for versatile climate control solutions.

The study also reveals Mitsubishi Electric's significant momentum in brand awareness. Results from leading European markets show that Mitsubishi Electric is steadily strengthening its position as one of the first brands that comes to mind in the air conditioning industry. In addition to Türkiye, the brand maintains a strong presence in the global market. Ranking fourth in a global awareness study covering 12 key countries including the UK, France, Italy, and Spain, Mitsubishi Electric reinforces its status as a trusted and recognized player worldwide.

### **Delivering a Smart Choice in Air Conditioning**

According to the research, consumers prioritize reliable brand image, superior product quality, energy efficiency, and year-round performance for both heating and cooling when selecting air conditioning systems. Mitsubishi Electric Türkiye stands out among consumer preferences with its strong performance in these areas and its advanced technological solutions.

### **A Trusted and Expert Brand in Consumers' Minds**

The results indicate that consumers in Türkiye perceive Mitsubishi Electric as a trusted and expert brand within the sector. This perception reflects the company's position not only as a preferred brand but also as a key player shaping the industry's direction.

### **Setting New Standards with Innovative Thinking**

The study further highlights that Mitsubishi Electric distinguishes itself from competitors through its unique and innovative solutions, securing a strong place in consumers' minds. This approach demonstrates that the brand not only meets today's needs but also anticipates the future expectations of the air conditioning industry.

### **The Conscious Choice Across Professions**

Findings also show that Mitsubishi Electric continues to be a conscious choice among users from various professional backgrounds. With an expanding customer base, the company continues to sustain its growth momentum.

Mitsubishi Electric aims to repeat this type of market research annually to further enhance customer satisfaction and proactively respond to evolving industry expectations.

*The research was conducted across 12 European countries and seven key regions in Türkiye, based on interviews with 500 participants (average age 47; 46% female, 54% male).*