

Air Purifier Market Study

About Us

Straits Research Pvt Ltd is a leading market research firm offering comprehensive insights on market demand, trends, growth prospects and regional analysis. With over 35 years of combined experience, we provide premium qualitative insights on consumer preferences, regulatory landscape, and technological advancements along with quantitative insights on industry market size, global economic scenario and revenue opportunities. These reports are backed by high-quality data sourced from primary sources and large secondary databases. With analyst perspectives and insights included in every report, Straits Research delivers comprehensive market intelligence and detailed analysis to help clients make informed decisions.

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Coway

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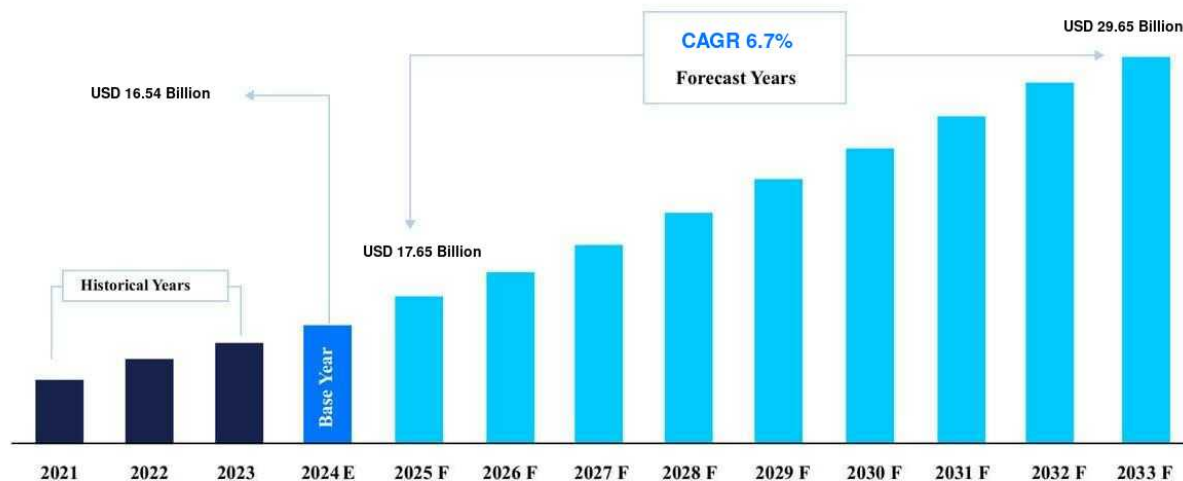
Note: More company profiles available on full reports.

Top 5 Company Market Share



Total
22%

Top 5 company market share



Source: Straits Research

Emerging Countries

United States

Germany

China

Emerging Companies

Bluestar

AllerAir

Philips

Market Trends

Growth Trends

- Growth in the demand for air purifiers due to increased awareness about indoor air pollution.
- Increasing sales due to rise in disposable income and living standards.
- Emergence of advanced air purifiers integrated with new technologies, such as IoT and AI.
- Growth prospects in emerging market economies.
- Expansion of product portfolio by companies to serve different customer segments.

Factors considered while calculating market size and share

- The current and past sales of air purifiers in the market.
- The projected sales growth in the market.
- Products' pricing and their impact on overall revenue.
- Market penetration, i.e., the number of potential customers who have purchased an air purifier.
- The demographic profile of consumers e.g. income, age, region etc., buying air purifiers.
- The existing and potential competition in the market.
- Product variations available in the market and their respective demand.
- The general public's awareness about air pollution and the importance of air purifiers.

Key Market Indicators

- The annual sales volume and revenue of the air purifier industry.
- Growth rates in terms of sales and revenue.
- Market share of top companies in the air purifier industry.
- Changes in demand patterns among different consumer brackets.
- New product launches and their impact on market dynamics.
- Technological advances in air purifier design and functionality.
- Environmental regulations and their effect on market conditions.

Emission of ozone and other pollutants

Ozone, a significant pollutant that can lead to several illnesses and allergies, is known to be released in both tiny and big amounts by different air purifiers. Inhaling ozone can cause breathlessness, chest pain, coughing, and other allergies. Ozone is effective in removing bad odors in indoor spaces. Therefore, it is present in high concentrations in various air purifiers. After being released from the air purifier system, it interacts with other pollutants and causes sickness. In addition, ozone affects the lungs and causes respiratory problems. Strong exposure to ozone is expected to cause irreparable damage to the respiratory system. Therefore, it is a major threat to people, making it a key challenge in the growth of the air purifier market.

Air purifiers such as ozone generators remove odor and release clean air; ionizers remove pollutants and generate unwanted ozone. Emitting large amounts of ozone helps eliminate bacteria and viruses. Ozone generators and ionizers cause numerous lung problems.

Market Trends

Growth in urbanization

Urbanization refers to the increase in the percentage of population in urban areas. More than 50% of the global population lives in urban areas. Environmental contamination has grown due to the economy's rapid development and the speeding up of urbanization and industrialization. The quality of the air is significantly impacted by urban population growth. A need for air purifiers is also projected to be driven by the increasing number of automobiles that emit pollution. Air purifier demand is therefore anticipated to increase along with urbanization and consumer awareness.

Urbanization affects the environment by increasing the demand for resources. It causes health complications mainly due to pollution and congested living conditions. Air quality in urban areas is also low due to factory smoke and emissions from diesel-powered generators. Therefore, the need to breathe clean air has become a key objective in urban areas, fueling the demand for air purifiers. With the increase in consumer awareness of the ill effects of poor air quality, the demand for air purifiers is expected to rise in the coming years.

Demand for energy-efficient air purifiers

The demand for energy-efficient air purifiers is increasing. With the increase in operational cost, consumers are expected to opt for energy-efficient air purifiers, as changing filters every month is cost-intensive and increases the total operational cost. The demand for HEPA purifiers has also increased due to their energy efficiency. Therefore, energy-efficient air purifiers will experience high demand in the market with increasing electricity and filter costs.

In energy-efficient purifiers, HEPA, activated carbon, and prefilters are the three main technologies used. Therefore, multi-filtration systems are energy-efficient. Some air purifiers have an Energy Star label indicating they consume around 40% less energy than other purifiers. Vendors such as Panasonic, Philips, and other manufacturers are focusing on developing energy-efficient purifiers on a large scale, owing to their high demand in the market. Owing to the increase in electricity costs, the demand for energy-efficient purifiers is expected to increase globally, creating opportunities for market expansion.

Market Segments

By Applications

Residential air purifiers hold a 40-43% market share, dominating the market as concerns over indoor air quality grow. This surge in demand is driven by factors such as pollution, allergens, and respiratory issues, prompting consumers to seek solutions for cleaner, healthier living environments.



40-43%

Residential Spaces

By Technology

HEPA (High-Efficiency Particulate Air) filters hold a 45-50% market share, dominating the industry due to their effectiveness in removing particulate matter such as dust, pollen, and pet dander. This makes HEPA technology the most widely used filter type in air purifiers.



45-50%

HEPA (High-Efficiency Particulate Air)

By Distribution Channel

Online sales dominate the air purifier market, driven by the convenience of home delivery, the growth of e-commerce platforms, and the influence of online reviews, which help consumers make informed purchasing decisions



XX%

Online

Market Segments

By CADR

Medium CADR air purifiers are widely used for average-sized rooms, offering a cost-effective solution for everyday air purification needs. They provide a balanced performance, making them a popular choice for consumers seeking efficiency without a high price tag.



XX%

Medium CADR

Regional Overview

North America

North America holds a 30% share of the global air purifier market, with the United States accounting for approximately 70-80% of the region's share. This market leadership is driven by growing awareness of pollution levels, allergies, and respiratory diseases, prompting increased demand for air purification solutions.



70-80%

United States Market Share

Europe

Europe's air purifier market is expanding, particularly in countries like Germany and the UK, where rising pollution levels and growing concerns about indoor air quality are driving demand for air purification solutions.



XX%

Germany Market Share

APAC

Asia-Pacific holds a 40% share of the global air purifier market, with China accounting for around 45-50% of the region's share. The market's growth is driven by severe air pollution levels and increasing health awareness, leading to a significant surge in demand for air purifiers.



45-50%

China Market Share

Regional Overview

Middle East and Africa

The Middle East and Africa are emerging markets for air purifiers, driven by desert dust storms and increasing concerns about indoor air quality. Saudi Arabia is a key market in the region, contributing significantly to the demand for air purification solutions.



XX%

Saudi Arabia Market Share

LATAM

Latin America is gradually adopting air purifiers, with Brazil leading the market as urbanization and concerns over air quality continue to rise. The growing awareness of pollution and its impact on health is driving demand for air purification solutions in the region.



XX%

Brazil Market Share

Company Profiles

Companies	Websites	Headquarters	Establisheds	Key Executives	Revenues
Bluestar	https://www.bluestarindia.com/	India	1943	B. S. Sheni (CEO)	\$2.5 Billion
AllerAir	https://www.allerair.com/	Montreal, Canada	1996	David P. Allgood (CEO)	\$100 Million
Philips	https://www.philips.com/	Amsterdam, Netherlands	1891	Roy Jakobs (CEO)	\$25 Billion
Whirlpool	https://www.whirlpool.com/	Benton Harbor, Michigan, USA	1911	Marc Bitzer (CEO)	\$20 Billion
A.O. Smith	https://www.aosmith.com/	Milwaukee, Wisconsin, USA	1874	Kevin J. Wheeler (CEO)	\$4.6 Billion

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