

Air Purifier Market - Global Outlook and Forecast 2021-2026

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Abstracts

In-depth Analysis and Data-driven Insights on the Impact of COVID-19 Included in this Global Air Purifier Market Report

The air purifier market size is expected to grow at a CAGR of over 12% during 2020-2026

The increase in consumer awareness towards the health impact drives the growth of the global air purifier market. Air filters are one of the growing markets across the globe. Around 4.2 million people die due to the presence of impurities in the air. To control air pollution, the adoption of air filters is higher in regions such as APAC, Europe, and North America. Manufacturers are focusing on various marketing strategies to increase sales in the global air purifier market. The manufacturers need to maintain a good relationship with the retailers to sustain in the competition. The changing lifestyle among the population is fueling the demand for wearable products. These products are available in China, the UK, Canada, and others and are available in many shapes such as helmets, masks, headphones, and cycle helmets. In 2020, Dyson launched wearable air purifiers in the shape of headphones.

The following factors are likely to contribute to the growth of the global air purifier market during the forecast period:

Increase in Urbanization

Rising demand for smart air purifiers

Rising application of wearable air purifiers

Significant rise in health problems associated with air pollution

The report considers the present scenario of the global air purifier market and its market dynamics for the period 2020-2026. It covers a detailed overview of several market growth enablers, restraints, and trends.

The study covers both the demand and supply sides of the market. It also profiles and analyzes leading companies and several other prominent companies operating in the market.

AIR PURIFIER MARKET SEGMENTATION

The Air purifier market research report includes a detailed segmentation by application, technology, distribution channel, CADR, geography. As per Arizton's research, it is estimated that the Indian Government spends around USD 4 million to buy air purifiers. Government sectors in the COVID-19 pandemic are still operating from offices, positively impacting the growth global air purifier market growth. These filters are increasingly finding their applications in public libraries, town halls, exhibition centers, and other civic bodies. All ministers have installed air filters in various offices due to COVID-19 in various countries such as India, the US, China, and others. Hundreds of thousands of air filtration devices are installed throughout the world in government offices during COVID-19.

Manufacturers are experiencing high demand for iconic air purifiers due to low operational cost and other features such as low noise. All regions are expected to witness healthy demand for iconic technology filters in the upcoming years. In 2018, China manufactured Bluetooth speakers with iconic purification technology for hotels. Ionizers are highly effective in industrial sectors as they produce low noise and are efficient in removing particles, causing asthma and other allergies.

The increasing trend of e-commerce activities is encouraging customers to purchase through online channels. Online platforms, such as Amazon, Flipkart, and online websites of companies, increase their online sales by giving discounts and other services free of cost. Companies have witnessed high growth in online sales since the pandemic started. Sales via online channels are expected to have high demand in the future. Offline stores are shifting to e-commerce to expand their presence in the global market.

The CADR represents the amount of purified air coming out of the air purifiers on the highest fan speed at a larger surface area. CADR allows customers to compare air purifiers by considering both air flow and filter quality. Medium CADR accounted for a market share of around 58% in 2020. The application of CADR in the filters is expected to drive the demand in the coming years. These products are usually marketed and sold based on their CADR, which can be categorized as low, medium, and high.

Segmentation by Application

Residential

Office Spaces

Hospitals

Hospitality

Airports

Educational Institute

Shopping Malls

Gyms and Fitness Centers

Government Centers

Others

Segmentation by Technology

HEPA

IONIC

Activated Carbon

Photocatalytic

Electrostatic Precipitators

Ultraviolet

Other Technologies

Segmentation by Distribution Channel

Online

Offline

Segmentation by CADR

Medium

High

Low

INSIGHTS BY GEOGRAPHY

In 2020, China and the US were the most prominent players in the global air purifier market. The increased number of sales are mostly ahead of winters in the country due to bad weather, and the cost also increases with respect to demand, with the price difference of around USD 150- USD 200. Air filters are viewed as a necessity in China due to rising air pollution across cities and towns. Around 20% of the Australian population has allergic diseases, and this share is on the rise due to an increase in bushfires, contributing growth to the air purifier market. The demand for smart and cost-effective purifiers is expected to increase the e-market across the APAC region. The increasing per capita purchasing power is consequently boosting the air purifier demand in European countries. Energy-efficient and cost-effective filters are expected to have higher demand between 2020 – 2025.

Segmentation by Geography

APAC

China

Japan

South Korea

Australia

India

Europe

Germany

UK

France

Russia

Italy

North America

US

Canada

Middle East & Africa

Saudi Arabia

UAE

Turkey

South Africa

Egypt

Latin America

Brazil

Mexico

Argentina

Chile

Columbia

COMPETITIVE LANDSCAPE

The mergers and acquisitions help the air purifier companies to extend their penetration level and expansion strategies, which is expected to be the key success factor in the industry. Most vendors are creating competition through price points, providing discounts, a user-friendly technological interface such as enhancement of features in a smart filter, and higher after-sales service than the fellow competitors.

Major Vendors

Blue Star

Philips

Whirlpool

Midea Group

Daikin

Dyson

Other Prominent Vendors

Rabbit Air

Sharp

A.O. Smith

Unilever

Coway

Honeywell

Oransi

IQAIR

Samsung

LG

Eureka Forbes

Camfil

3M

Aerus

Airpura

Pro Breeze

Homedics

Boneco

Lasko

Winix

Levoit

Pure Enrichment

Allerair

Greentech

Novaerus

Bionaire

Vesync

Molekule

Kent RO

KEY QUESTIONS ANSWERED:

1. How big is the air purifier market?
2. What is the air purifier market growth?
3. Which segment accounted for the largest air purifier market share?
4. How big is the U.S. air purifier market?
5. Which are the top industry players in the global air purifier market?
6. What are the key trends in the Smart air purifier market?

Contents

1 RESEARCH METHODOLOGY

2 RESEARCH OBJECTIVES

3 RESEARCH PROCESS

4 SCOPE & COVERAGE

4.1 Market Definition

4.1.1 Inclusions

4.1.2 Exclusions

4.1.3 Market Estimation Caveats

4.2 Base Year

4.3 Scope Of The Study

4.3.1 Market Segmentation by Application

4.3.2 Market Segmentation by Technology

4.3.3 Market Segmentation by Distribution Channel

4.3.4 Market Segmentation by CAGR

4.3.5 Market Segmentation By Geography

5 REPORT ASSUMPTIONS & CAVEATS

5.1 Key Caveats

5.2 Currency Conversion

5.3 Market Derivation

6 MARKET AT A GLANCE

7 INTRODUCTION

7.1 Overview

7.1.1 Industry Outlook

7.1.2 Working Mechanism

7.1.3 Mega Trends

7.1.4 Demand Insights

7.1.5 IoT & Market Penetration Strategies

7.2 Industry Value Chain Analysis

- 7.2.1 Raw Material
- 7.2.2 Manufacturing
- 7.2.3 Sales Channel
- 7.3 Impact Of COVID-19
 - 7.3.1 Shift in Market Dynamics of Air Purifier Market
 - 7.3.2 Demand from Commercial Sector

8 MARKET OPPORTUNITIES & TRENDS

- 8.1 Growing Demand for Wearable Air Purifiers
- 8.2 Increasing Technological Advancements
- 8.3 Demand for Energy-Efficient Air Purifiers

9 MARKET GROWTH ENABLERS

- 9.1 Growth in Urbanization
- 9.2 Increasing Health Problems Associated With Air Pollution
- 9.3 Demand for Smart Air Purifiers

10 MARKET RESTRAINTS

- 10.1 Inbuilt Filters In Air Conditioning Systems
- 10.2 Increase In Operational Cost
- 10.3 Emission Of Ozone & Other Pollutants

11 MARKET LANDSCAPE

- 11.1 Market Overview
 - 11.1.1 Technological Highlights
 - 11.1.2 Mergers and Acquisitions
 - 11.1.3 Key Highlights
- 11.2 Market Size & Forecast (Value)
- 11.3 Market Size & Forecast (Volume)
- 11.4 Market By Technology (Value)
- 11.5 Market By Application (Value)
- 11.6 Market By Distribution Channel (Value)
- 11.7 Market By CADR (Value)
- 11.8 Five Forces Analysis
 - 11.8.1 Threat of New Entrants

- 11.8.2 Bargaining Power of Suppliers
- 11.8.3 Bargaining Power of Buyers
- 11.8.4 Threat of Substitutes
- 11.8.5 Competitive Rivalry

12 APPLICATION

- 12.1 Market Snapshot & Growth Engine
- 12.2 Market Overview
- 12.3 Residential
 - 12.3.1 Market Size & Forecast by Value
 - 12.3.2 Key Highlights
 - 12.3.3 Impact of COVID-19
 - 12.3.4 Market By Geography (Value)
- 12.4 Office Spaces
 - 12.4.1 Market Size & Forecast by Value
 - 12.4.2 Key Insights
 - 12.4.3 Impact of COVID-19
 - 12.4.4 Market By Geography (Value)
- 12.5 Hospitals
 - 12.5.1 Market Size & Forecast by Value
 - 12.5.2 Key Insights
 - 12.5.3 Impact of COVID-19
 - 12.5.4 Market By Geography (Value)
- 12.6 Hospitality
 - 12.6.1 Market Size & Forecast by Value
 - 12.6.2 Key Insights
 - 12.6.3 Impact of COVID-19
 - 12.6.4 Market By Geography (Value)
- 12.7 AIRPORTS
 - 12.7.1 Market Size & Forecast by Value
 - 12.7.2 Key Insights
 - 12.7.3 Impact of COVID-19
 - 12.7.4 Market By Geography (Value)
- 12.8 Educational Institutes
 - 12.8.1 Market Size & Forecast by Value
 - 12.8.2 Key Insights
 - 12.8.3 Impact of COVID-19
 - 12.8.4 Market By Geography (Value)

12.9 Shopping Malls

12.9.1 Market Size & Forecast by Value

12.9.2 Key Insights

12.9.3 Market By Geography (Value)

12.10 Gym & Fitness Centers

12.10.1 Market Size & Forecast by Value

12.10.2 Key Insights

12.10.3 Impact of COVID-19

12.10.4 Market By Geography (Value)

12.11 Government Centers

12.11.1 Market Size & Forecast by Value

12.11.2 Key Insights

12.11.3 Impact of COVID-19

12.11.4 Market By Geography (Value)

12.12 Others

12.12.1 Market Size & Forecast by Value

12.12.2 Market By Geography (Value)

13 TECHNOLOGY

13.1 Market Snapshot & Growth Engine

13.2 Market Overview

13.3 HEPA

13.3.1 Market Size & Forecast by Value

13.3.2 Key Insights

13.3.3 Market By Geography (Value)

13.4 Ionic

13.4.1 Market Size & Forecast By Value

13.4.2 Key Insights

13.4.3 Market By Geography (Value)

13.5 Activated Carbon

13.5.1 Market Size & Forecast By Value

13.5.2 Key Insights

13.5.3 Market By Geography (Value)

13.6 Photocatalytic

13.6.1 Market Size & Forecast by Value

13.6.2 Key Insights

13.6.3 Market By Geography (Value)

13.7 Electrostatic Precipitators

- 13.7.1 Market Size & Forecast By Value
- 13.7.2 Key Insights
- 13.7.3 Market By Geography (Value)
- 13.8 Ultraviolet
 - 13.8.1 Market Size & Forecast by Value
 - 13.8.2 Key Insights
 - 13.8.3 Market By Geography (Value)
- 13.9 Other Technologies
 - 13.9.1 Market Size & Forecast by Value
 - 13.9.2 Ozone Air Purifiers
 - 13.9.3 Key Insights
 - 13.9.4 Electret Air Purifiers
 - 13.9.5 Market By Geography (Value)

14 DISTRIBUTION CHANNEL

- 14.1 Market Snapshot & Growth Engine
- 14.2 Market Overview
- 14.3 Online
 - 14.3.1 Market Size & Forecast By Value
- 14.4 Offline
 - 14.4.1 Market Size & Forecast by Value

15 CADR

- 15.1 Market Snapshot & Growth Engine
- 15.2 Market Overview
 - 15.2.1 Benefits of CADR
 - 15.2.2 Medium (251–500 CFM): Market Size & Forecast by Value
 - 15.2.3 High (Above 500 CFM): Market Size & Forecast by Value
 - 15.2.4 Low (Up to 250 CFM): Market Size & Forecast by Value

16 GEOGRAPHY

- 16.1 Market Snapshot & Growth Engine (Value)
- 16.2 Market Snapshot & Growth Engine (Volume)
- 16.3 Geographic Overview
 - 16.3.1 Key Insights

17 APAC

17.1 Market Overview

17.2 Market Size & Forecast (Value)

17.3 Market Size & Forecast (Volume)

17.4 Technology

17.4.1 Market Size & Forecast by Value

17.5 Application

17.5.1 Market Size & Forecast By Value

17.6 Key Countries (Value)

17.7 Key Countries (Volume)

17.8 China

17.8.1 Market Size & Forecast by Value & Volume

17.8.2 Impact of COVID-19

17.8.3 Technology: Market Size & Forecast by Value

17.9 Japan

17.9.1 Market Size & Forecast By Value & Volume

17.9.2 Technology: Market Size & Forecast By Value

17.10 South Korea

17.10.1 Market Size & Forecast by Value & Volume

17.10.2 Impact of COVID-19

17.10.3 Technology: Market Size & Forecast by Value

17.11 Australia

17.11.1 Market Size & Forecast By Value & Volume

17.11.2 Technology: Market Size & Forecast By Value

17.12 India

17.12.1 Market Size & Forecast By Value & Volume

17.12.2 Technology: Market Size & Forecast By Value

18 EUROPE

18.1 Market Overview

18.2 Market Size & Forecast (Value)

18.3 Market Size & Forecast (Volume)

18.4 Technology

18.4.1 Market Size & Forecast by Value

18.5 Application

18.5.1 Market Size & Forecast by Value

18.6 Key Countries (Value)

18.7 Key Countries (Volume)

18.8 Germany

18.8.1 Market Size & Forecast by Value & Volume

18.8.2 Key Takeaways

18.8.3 Technology: Market Size & Forecast by Value

18.9 UK

18.9.1 Market Size & Forecast by Value & Volume

18.9.2 Technology: Market Size & Forecast by Value

18.10 France

18.10.1 Market Size & Forecast By Value & Volume

18.10.2 Technology: Market Size & Forecast By Value

18.11 Russia

18.11.1 Market Size & Forecast By Value & Volume

18.11.2 Technology: Market Size & Forecast By Value

18.12 Italy

18.12.1 Market Size & Forecast by Value & Volume

18.12.2 Technology: Market Size & Forecast by Value

19 NORTH AMERICA

19.1 Market Overview

19.2 Market Size & Forecast (Value)

19.3 Market Size & Forecast (Volume)

19.4 Technology

19.4.1 Market Size & Forecast By Value

19.5 Application

19.5.1 Market Size & Forecast By Value

19.6 Key Countries (Value)

19.7 Key Countries (Volume)

19.8 US

19.8.1 Market Size & Forecast by Value & Volume

19.8.2 Impact of COVID-19

19.8.3 Technology: Market Size & Forecast

19.9 Canada

19.9.1 Market Size & Forecast by Value & Volume

19.9.2 Technology: Market Size & Forecast

20 MIDDLE EAST & AFRICA

- 20.1 Market Overview
- 20.2 Market Size & Forecast (Value)
- 20.3 Market Size & Forecast (Volume)
- 20.4 Technology
 - 20.4.1 Market Size & Forecast By Value
- 20.5 Application
 - 20.5.1 Market Size & Forecast By Value
- 20.6 Key Countries (Value)
- 20.7 Key Countries (Volume)
- 20.8 Saudi Arabia
 - 20.8.1 Market Size & Forecast by Value & Volume
 - 20.8.2 Technology: Market Size & Forecast by Value
- 20.9 UAE
 - 20.9.1 Market Size & Forecast by Value & Volume
 - 20.9.2 Technology: Market Size & Forecast by Value
- 20.10 Turkey
 - 20.10.1 Market Size & Forecast By Value & Volume
 - 20.10.2 Technology: Market Size & Forecast By Value
- 20.11 South Africa
 - 20.11.1 Market Size & Forecast By Value & Volume
 - 20.11.2 Technology: Market Size & Forecast By Value
- 20.12 Egypt
 - 20.12.1 Market Size & Forecast by Value & Volume
 - 20.12.2 Technology: Market Size & Forecast by Value

21 LATIN AMERICA

- 21.1 Market Overview
 - 21.1.1 Key Insights
- 21.2 Market Size & Forecast (Value)
- 21.3 Market Size & Forecast (Volume)
- 21.4 Technology
 - 21.4.1 Market Size & Forecast by Value
- 21.5 Application
 - 21.5.1 Market Size & Forecast by Value
- 21.6 Key Countries (Value)
- 21.7 Key Countries (Volume)
- 21.8 Brazil
 - 21.8.1 Market Size & Forecast by Value & Volume

21.8.2 Key Insights

21.8.3 Technology: Market Size & Forecast by Value

21.9 Mexico

21.9.1 Market Size & Forecast By Value & Volume

21.9.2 Key Insights

21.9.3 Technology: Market Size & Forecast By Value

21.10 Argentina

21.10.1 Market Size & Forecast by Value & Volume

21.10.2 Technology: Market Size & Forecast by Value

21.11 Chile

21.11.1 Market Size & Forecast By Value & Volume

21.11.2 Technology: Market Size & Forecast By Value

21.12 Columbia

21.12.1 Market Size & Forecast by Value & Volume

21.12.2 Technology: Market Size & Forecast by Value

22 COMPETITIVE LANDSCAPE

22.1 Competition Overview

23 KEY COMPANY PROFILES

23.1 Blue Star

23.1.1 Business Overview

23.1.2 Product Offerings

23.1.3 Key Strategies

23.1.4 Key Strengths

23.1.5 Key Opportunities

23.2 Philips

23.2.1 Business Overview

23.2.2 Product Offerings

23.2.3 Key Strategies

23.2.4 Key Strengths

23.2.5 Key Opportunities

23.3 Whirlpool

23.3.1 Business Overview

23.3.2 Product Offerings

23.3.3 Key Strategies

23.3.4 Key Strengths

23.3.5 Key Opportunities

23.4 Midea Group

23.4.1 Business Overview

23.4.2 Product Offerings

23.4.3 Key Strengths

23.4.4 Key Strategies

23.4.5 Key Opportunities

23.5 Daikin

23.5.1 Business Overview

23.5.2 Product Offerings

23.5.3 Key Strengths

23.5.4 Key Strategies

23.5.5 Key Opportunities

23.6 DYSON

23.6.1 Business Overview

23.6.2 Product Offerings

23.6.3 Key Strategies

23.6.4 Key Strengths

23.6.5 Key Opportunities

24 OTHER PROMINENT VENDORS

24.1 A.O. SMITH

24.1.1 Business Overview

24.1.2 Product Offerings

24.2 Aerus

24.2.1 Business Overview

24.2.2 Product Offerings

24.3 Airpura

24.3.1 Business Overview

24.3.2 Product Offerings

24.4 Allerair

24.4.1 Business Overview

24.4.2 Product Offerings

24.5 Bionaire

24.5.1 Business Overview

24.5.2 Product Offerings

24.6 Boneco

24.6.1 Business Overview

- 24.6.2 Product Offerings
- 24.7 Camfil
 - 24.7.1 Business Overview
 - 24.7.2 Product Offerings
- 24.8 COWAY
 - 24.8.1 Business Overview
 - 24.8.2 Product Offerings
- 24.9 Eureka Forbes
 - 24.9.1 Business Overview
 - 24.9.2 Product Offerings
- 24.10 Greentech
 - 24.10.1 Business Overview
 - 24.10.2 Product Offerings
- 24.11 Honeywell
 - 24.11.1 Business Overview
 - 24.11.2 Product Offerings
- 24.12 Homedics
 - 24.12.1 Business Overview
 - 24.12.2 Product Offerings
- 24.13 IQAir
 - 24.13.1 Business Overview
 - 24.13.2 Product Offerings
- 24.14 Kent RO
 - 24.14.1 Business Overview
 - 24.14.2 Product Offerings
- 24.15 LG
 - 24.15.1 Business Overview
 - 24.15.2 Product Offerings
- 24.16 LASKO
 - 24.16.1 Business Overview
 - 24.16.2 Product Offerings
- 24.17 LEVOIT
 - 24.17.1 Business Overview
 - 24.17.2 Product Offerings
- 24.18 Molekule
 - 24.18.1 Business Overview
 - 24.18.2 Product Offerings
- 24.19 Novaerus
 - 24.19.1 Business Overview

- 24.19.2 Product Offerings
- 24.20 ORANSI
 - 24.20.1 Business Overview
 - 24.20.2 Product Offerings
- 24.21 Pure Enrichment
 - 24.21.1 Business Overview
 - 24.21.2 Product Offerings
- 24.22 Pro Breeze
 - 24.22.1 Business Overview
 - 24.22.2 Product Offerings
- 24.23 Rabbit Air
 - 24.23.1 Business Overview
 - 24.23.2 Product Offerings
- 24.24 Samsung
 - 24.24.1 Business Overview
 - 24.24.2 Product Offerings
- 24.25 Sharp
 - 24.25.1 Business Overview
 - 24.25.2 Product Offerings
- 24.26 Unilever
 - 24.26.1 Business Overview
 - 24.26.2 Product Offerings
- 24.27 VESYNC
 - 24.27.1 Business Overview
 - 24.27.2 Product Offerings
- 24.28 WINIX
 - 24.28.1 Business Overview
 - 24.28.2 Product Offerings
- 24.29 3M
 - 24.29.1 Business Overview
 - 24.29.2 Product Offerings

25 REPORT SUMMARY

- 25.1 Key Takeaways
- 25.2 Strategic Recommendations

26 QUANTITATIVE SUMMARY

26.1 Geography

26.1.1 Market Size & Forecast (Value)

26.1.2 Market Size & Forecast (Volume)

26.2 APAC

26.2.1 Technology: Market Size & Forecast by Value

26.2.2 Application: Market Size & Forecast by Value

26.3 Europe

26.3.1 Technology: Market Size & Forecast By Value

26.3.2 Application: Market Size & Forecast By Value

26.4 North America

26.4.1 Technology: Market Size & Forecast By Value

26.4.2 Application: Market Size & Forecast By Value

26.5 Middle East & Africa

26.5.1 Technology: Market Size & Forecast By Value

26.5.2 Application: Market Size & Forecast By Value

26.6 Latin America

26.6.1 Technology: Market Size & Forecast by Value

26.6.2 Application: Market Size & Forecast by Value

26.7 Application

26.7.1 Market Size & Forecast By Value

26.8 Distribution Channel

26.8.1 Market Size & Forecast By Value

26.9 CADR

26.9.1 Market Size & Forecast by Value

26.10 Technology

26.10.1 Market Size & Forecast by Value

27 APPENDIX

27.1 Abbreviations

List Of Exhibits

LIST OF EXHIBITS

- Exhibit 1 Segmentation of Global Air Purifier Market
- Exhibit 2 Market Size Calculation Approach 2020
- Exhibit 3 Market Share of Different Air Purifier Technologies
- Exhibit 4 Multi-filter Air Purifier Mechanism
- Exhibit 5 Air Purifier Market Overview
- Exhibit 6 Demand Highlights
- Exhibit 7 Air Purifier Value Chain
- Exhibit 8 Increased Demand in 2020 due to COVID-19
- Exhibit 9 Key Reasons for Increased Demand for Air Purifiers
- Exhibit 10 Impact of Growing Demand for Wearable Air Purifiers
- Exhibit 11 Impact of Increasing Technological Advancements
- Exhibit 12 Impact of Demand for Energy-efficient Air Purifiers
- Exhibit 13 Average Cost of Electricity by Country (cents per kWh)
- Exhibit 14 Impact of Growth in Urbanization
- Exhibit 15 Global Urban Population 2020
- Exhibit 16 Impact of Increasing Health Problems Associated with Air Pollution
- Exhibit 17 Deaths due to Indoor Air Pollution 2018
- Exhibit 18 Impact of Demand for Smart Air Purifiers
- Exhibit 19 Impact of Inbuilt Filters in Air Conditioning Systems
- Exhibit 20 Impact of Increase in Operational Cost
- Exhibit 21 Operational Cost Snapshot
- Exhibit 22 Impact of Emission of Ozone & Other Pollutants
- Exhibit 23 Ozone Air Purifier Key Insights
- Exhibit 24 Countries with Highest Air Pollution (PM2.5 level) 2020
- Exhibit 25 Key Geographies Absolute Growth 2020-2026
- Exhibit 26 Reasons for Not Buying an Air Purifier: Consumer Perspective
- Exhibit 27 Classification of Filters used in Air Purifier Market
- Exhibit 28 Global Air Purifier Market 2020–2026 (\$ billion)
- Exhibit 29 Global Air Purifier Market 2020–2026 (million units)
- Exhibit 30 Five Forces Analysis 2020
- Exhibit 31 Incremental Growth by Application 2020 & 2026
- Exhibit 32 Air Purifier Market by Commercial Applications - CAGR by Regions 2020 - 2026 (%)
- Exhibit 33 Residential Air Purifier Market Highlights
- Exhibit 34 Global Residential Air Purifier Market 2020–2026 (\$ billion)

- Exhibit 35 Market Dynamics
- Exhibit 36 Key Demand Insight
- Exhibit 37 Global Office Air Purifier Market 2020–2026 (\$ billion)
- Exhibit 38 Healthcare Expenditure 2017 & 2022 (\$ billion)
- Exhibit 39 Global Air Purifier Market by Hospitals 2020–2026 (\$ billion)
- Exhibit 40 Global Hospitality Industry 2020
- Exhibit 41 Key Developments in Hospitality Industry in 2021
- Exhibit 42 Key Insights of Hospitality Sector
- Exhibit 43 Global Hospitality Air Purifier Market 2020–2026 (\$ billion)
- Exhibit 44 Total Airport Revenue by Region in 2020 (\$ million)
- Exhibit 45 Global Airport Air Purifier Market 2020–2026 (\$ billion)
- Exhibit 46 Global Educational Air Purifier Market 2020–2026 (\$ billion)
- Exhibit 47 Key Insights
- Exhibit 48 Key Demand Highlights
- Exhibit 49 Global Shopping Mall Air Purifier Market 2020–2026 (\$ billion)
- Exhibit 50 Key Insights
- Exhibit 51 Global Gym & Fitness Center Air Purifier Market 2020–2026 (\$ billion)
- Exhibit 52 Q-o-Q Highlights in Gym Centers 2020
- Exhibit 53 Global Government Center Air Purifier Market 2020–2026 (\$ billion)
- Exhibit 54 Factors Driving Demand in Government Offices
- Exhibit 55 Global Air Purifier Market by Other Applications 2020–2026 (\$ billion)
- Exhibit 56 Incremental Growth by Technology 2020 & 2026
- Exhibit 57 Key Insights
- Exhibit 58 HEPA Market Snapshot
- Exhibit 59 Global Air Purifier Market by HEPA Technology 2020–2026 (\$ billion)
- Exhibit 60 Similarities & Differences between Ionizers & Air purifiers with Filter
- Exhibit 61 Global Ionic Air Purifier Market 2020–2026 (\$ billion)
- Exhibit 62 CAGR & Market Share of Activated Carbon Air Purifier Market 2020–2026
- Exhibit 63 Highlights of Global Activated Carbon Market
- Exhibit 64 Global Activated Carbon Air Purifier Market 2020–2026 (\$ billion)
- Exhibit 65 Global Photocatalytic Air Purifier Market 2020–2026 (\$ billion)
- Exhibit 66 Global Electrostatic Precipitator Air Purifier Market 2020–2026 (\$ billion)
- Exhibit 67 Global Ultraviolet Air Purifier Market 2020–2026 (\$ billion)
- Exhibit 68 Global Air Purifier Market by Other Technology 2020–2026 (\$ billion)
- Exhibit 69 Incremental Growth by Distribution Channel 2020 & 2026
- Exhibit 70 Air Purifier Market by Distribution Channels 2020 & 2026 (% share)
- Exhibit 71 CAGR of Air Purifier Market by Distribution Channels
- Exhibit 72 Global E-Commerce Sales 2016-2020 (\$ trillion)
- Exhibit 73 Global Online Air Purifier Market 2020–2026 (\$ billion)

- Exhibit 74 Factors Affecting Offline Sales
- Exhibit 75 Global Offline Air Purifier Market 2020–2026 (\$ billion)
- Exhibit 76 Incremental Growth by CADR 2020 & 2026
- Exhibit 77 Air Purifier Market by CADR 2020 & 2026 (% share)
- Exhibit 78 CAGR of Air Purifier Market by CADR (%)
- Exhibit 79 Global Medium CADR Air Purifier Market 2020–2026 (\$ billion)
- Exhibit 80 Global High CADR Air Purifier Market 2020–2026 (\$ billion)
- Exhibit 81 Global Low CADR Air Purifier Market 2020–2026 (\$ billion)
- Exhibit 82 Incremental Growth by Geography 2020 & 2026
- Exhibit 83 Incremental Growth by Geography 2020 & 2026
- Exhibit 84 Absolute Growth by Geographies (% Revenue)
- Exhibit 85 Market Share by Revenue & Growth Momentum 2020–2026
- Exhibit 86 Market Snapshot 2020
- Exhibit 87 Air Purifier Market in APAC 2020–2026 (\$ billion)
- Exhibit 88 Air Purifier Market in APAC 2020–2026 (million units)
- Exhibit 89 Incremental Growth in APAC 2020 & 2026
- Exhibit 90 Incremental Growth in APAC 2020 & 2026
- Exhibit 91 Air Purifier Market in China 2020–2026 (\$ million)
- Exhibit 92 Air Purifier Market in China 2020–2026 (million units)
- Exhibit 93 Air Purifier Market by Technology in China 2020–2026 (\$ million)
- Exhibit 94 Air Purifier Market in Japan 2020–2026 (\$ million)
- Exhibit 95 Air Purifier Market in Japan 2020–2026 (million units)
- Exhibit 96 Areas Contributing to High Pollution Levels in South Korea
- Exhibit 97 Air Purifier Market in South Korea 2020–2026 (\$ million)
- Exhibit 98 Air Purifier Market in South Korea 2020–2026 (million units)
- Exhibit 99 Air Purifier Market in Australia 2020–2026 (\$ million)
- Exhibit 100 Air Purifier Market in Australia 2020–2026 (million units)
- Exhibit 101 Air Purifier Market in India 2020–2026 (\$ million)
- Exhibit 102 Air Purifier Market in India 2020–2026 (million units)
- Exhibit 103 CAGR by Countries in Europe 2020–2026 (%)
- Exhibit 104 Air Purifier Market in Europe 2020–2026 (\$ billion)
- Exhibit 105 Air Purifier Market in Europe 2020–2026 (million units)
- Exhibit 106 Incremental Growth in Europe 2020 & 2026
- Exhibit 107 Incremental Growth in Europe 2020 & 2026
- Exhibit 108 Air Purifier Market in Germany 2020–2026 (\$ million)
- Exhibit 109 Air Purifier Market in Germany 2020–2026 (million units)
- Exhibit 110 Demand Insights
- Exhibit 111 Air Purifier Market in UK 2020–2026 (\$ million)
- Exhibit 112 Air Purifier Market in UK 2020–2026 (million units)

- Exhibit 113 Air Purifier Market in France 2020–2026 (\$ million)
- Exhibit 114 Air Purifier Market in France 2020–2026 (million units)
- Exhibit 115 Demand Insights
- Exhibit 116 Air Purifier Market in Russia 2020–2026 (\$ million)
- Exhibit 117 Air Purifier Market in Russia 2020–2026 (million units)
- Exhibit 118 Top Cities with AQI (Air Quality index) April 2020
- Exhibit 119 Air Purifier Market in Italy 2020–2026 (\$ million)
- Exhibit 120 Air Purifier Market in Italy 2020–2026 (million units)
- Exhibit 121 Overview of North America Air Purifier Market
- Exhibit 122 Air Purifier Market in North America 2020–2026 (\$ billion)
- Exhibit 123 Air Purifier Market in North America 2020–2026 (million units)
- Exhibit 124 Incremental Growth in North America 2020 & 2026
- Exhibit 125 Incremental Growth in North America 2020 & 2026
- Exhibit 126 Air Purifier Market in US 2020–2026 (\$ million)
- Exhibit 127 Air Purifier Market in US 2020–2026 (million units)
- Exhibit 128 Demand Insights
- Exhibit 129 Air Purifier Market in Canada 2020–2026 (\$ million)
- Exhibit 130 Air Purifier Market in Canada 2020–2026 (million units)
- Exhibit 131 Middle East & Africa Absolute Growth 2020–2026 (%)
- Exhibit 132 Air Purifier Market in Middle East & Africa 2020–2026 (\$ billion)
- Exhibit 133 Air Purifier Market in Middle East & Africa 2020–2026 (million units)
- Exhibit 134 Incremental Growth in Middle East & Africa 2020 & 2026
- Exhibit 135 Incremental Growth in Middle East & Africa 2020 & 2026
- Exhibit 136 Factors Driving Growth in Air Purifier Market
- Exhibit 137 Air Purifier Market in Saudi Arabia 2020–2026 (\$ million)
- Exhibit 138 Air Purifier Market in Saudi Arabia 2020–2026 (thousand units)
- Exhibit 139 Consumption of Air purifiers Among Different Sectors (%)
- Exhibit 140 Air Purifier Market in UAE 2020–2026 (\$ million)
- Exhibit 141 Air Purifier Market in UAE 2020–2026 (thousand units)
- Exhibit 142 Air Purifier Market in Turkey 2020–2026 (\$ million)
- Exhibit 143 Air Purifier Market in Turkey 2020–2026 (thousand units)
- Exhibit 144 Air Purifier Market in South Africa 2020–2026 (\$ million)
- Exhibit 145 Air Purifier Market in South Africa 2020–2026 (thousand units)
- Exhibit 146 Air Purifier Market in Egypt 2020–2026 (\$ million)
- Exhibit 147 Air Purifier Market in Egypt 2020–2026 (thousand units)
- Exhibit 148 Absolute Growth of Air Purifier Market in Latin America 2020–2026 (%)
- Exhibit 149 Latin America Air Purifier Market 2020–2026 (\$ billion)
- Exhibit 150 Latin America Air Purifier Market 2020–2026 (million units)
- Exhibit 151 Incremental Growth in Latin America 2020 & 2026

- Exhibit 152 Incremental Growth in Latin America 2020 & 2026
- Exhibit 153 Demand Insights in Brazil
- Exhibit 154 Air Purifier Market in Brazil 2020-2026 (\$ million)
- Exhibit 155 Air Purifier Market in Brazil 2020–2026 (thousand units)
- Exhibit 156 Air Purifier Market in Mexico 2020–2026 (\$ million)
- Exhibit 157 Air Purifier Market in Mexico 2020–2026 (thousand units)
- Exhibit 158 Major Factors Driving Argentina Air Purifier Market 2020–2026
- Exhibit 159 Air Purifier Market in Argentina 2020–2026 (\$ million)
- Exhibit 160 Air Purifier Market in Argentina 2020–2026 (thousand units)
- Exhibit 161 Market Dynamics in Chile 2020
- Exhibit 162 Air Purifier Market in Chile 2020–2026 (\$ million)
- Exhibit 163 Air Purifier Market in Chile 2020–2026 (thousand units)
- Exhibit 164 Factors Fueling Demand in Colombia
- Exhibit 165 Air Purifier Market in Colombia 2020–2026 (\$ million)
- Exhibit 166 Air Purifier Market in Colombia 2020–2026 (thousand units)

List Of Tables

LIST OF TABLES

Table 1 Key Caveats

Table 2 Currency Conversion 2013?2020

Table 3 Market Dynamics in Commercial Sector

Table 4 HEPA vs Ionic Wearable Air Purifier

Table 5 Global Air Purifier Market by Product Type 2020–2026 (\$ billion)

Table 6 Global Air Purifier Market by End-market 2020–2026 (\$ billion)

Table 7 Global Air Purifier Market by Distribution Channel 2020–2026 (\$ billion)

Table 8 Global Air Purifier Market by Technology 2020–2026 (\$ billion)

Table 9 Residential Air Purifier Market by Geography 2020–2026 (\$ million)

Table 10 Office Air Purifier Market by Geography 2020–2026 (\$ million)

Table 11 Air Purifier Market in Hospitals by Geography 2020?2026 (\$ million)

Table 12 Hospitality Air Purifier Market by Geography 2020–2026 (\$ million)

Table 13 Airport Air Purifier Market by Geography 2020–2026 (\$ million)

Table 14 Educational Air Purifier Market by Geography 2020–2026 (\$ million)

Table 15 Shopping Mall Air Purifier Market by Geography 2020–2026 (\$ million)

Table 16 Gym and Fitness Center Air Purifier Market by Geography 2020–2026 (\$ million)

Table 17 Government Center Air Purifier Market by Geography 2020–2026 (\$ million)

Table 18 Air Purifier Market by Other Application – Market by Geography 2020–2026 (\$ million)

Table 19 Comparison Between Filter & Filterless Air Purifiers

Table 21 HEPA Air Purifier Market by Geography 2020–2026 (\$ million)

Table 22 Ionic Air Purifier Market by Geography 2020–2026 (\$ million)

Table 23 Activated Carbon Air Purifier Market by Geography 2020–2026 (\$ million)

Table 24 Photocatalytic Air Purifier Market by Geography 2020–2026 (\$ million)

Table 25 Electrostatic Precipitator Air Purifier Market by Geography 2020–2026 (\$ million)

Table 26 Ultraviolet Air Purifier Market by Geography 2020–2026 (\$ million)

Table 27 Other Technology Air Purifier Market by Geography 2020–2026 (\$ million)

Table 28 APAC Air Purifier Market by Technology 2020–2026 (\$ million)

Table 29 APAC Air Purifier Market by Application 2020–2026 (\$ million)

Table 30 Air Purifier Market by Technology in China 2020–2026 (\$ million)

Table 31 Air Purifier Market by Technology in Japan 2020–2026 (\$ million)

Table 32 Air Purifier Market by Technology in South Korea 2020–2026 (\$ million)

Table 33 Air Purifier Market by Technology in Australia 2020–2026 (\$ million)

Table 34 Air Purifier Market by Technology in India 2020–2026 (\$ million)

Table 35 Europe Air Purifier Market by Technology 2020–2026 (\$ million)

Table 36 Europe Air Purifier Market by Application 2020–2026 (\$ million)

Table 37 Air Purifier Market by Technology in Germany 2020–2026 (\$ million)

Table 38 Air Purifier Market by Technology in UK 2020–2026 (\$ million)

Table 39 Air Purifier Market by Technology in France 2020–2026 (\$ million)

Table 40 Air Purifier Market by Technology in Russia 2020–2026 (\$ million)

Table 41 Air Purifier Market by Technology in Italy 2020–2026 (\$ million)

Table 42 North America Air Purifier Market by Technology 2020–2026 (\$ million)

Table 43 North America Air Purifier Market by Application 2020–2026 (\$ million)

Table 44 Air Purifier Market by Technology in US 2020–2026 (\$ million)

Table 45 Air Purifier Market by Technology in Canada 2020–2026 (\$ million)

Table 46 Middle East & Africa Air Purifier Market by Technology 2020–2026 (\$ million)

Table 47 Middle East & Africa Air Purifier Market by Application 2020–2026 (\$ million)

Table 48 Air Purifier Market by Technology in Saudi Arabia 2020–2026 (\$ million)

Table 49 Air Purifier Market by Technology in UAE 2020–2026 (\$ million)

Table 50 Air Purifier Market by Technology in Turkey 2020–2026 (\$ million)

Table 51 Air Purifier Market by Technology in South Africa 2020–2026 (\$ million)

Table 52 Air Purifier Market by Technology in Egypt 2020–2026 (\$ million)

Table 53 Latin America Air Purifier Market by Technology 2020–2026 (\$ million)

Table 54 Latin America Air Purifier Market by Application 2020–2026 (\$ million)

Table 55 Air Purifier Market by Technology in Brazil 2020–2026 (\$ million)

Table 56 Air Purifier Market by Technology in Mexico 2020–2026 (\$ million)

Table 57 Air Purifier Market by Technology in Argentina 2020–2026 (\$ million)

Table 58 Air Purifier Market by Technology in Chile 2020–2026 (\$ million)

Table 59 Air Purifier Market by Technology in Colombia 2020–2026 (\$ million)

Table 60 Competitive Overview Across Geographies

Table 61 Blue Star: Major Product Offerings

Table 62 Philips: Major Product Offerings

Table 63 Whirlpool: Major Product Offerings

Table 64 Midea Group: Major Product Offerings

Table 65 Daikin: Major Product Offerings

Table 67 A.O. Smith: Major Product Offerings

Table 68 Aerus: Major Product Offerings

Table 69 Airpura: Major Product Offerings

Table 70 AllerAir: Major Product Offerings

Table 71 Bonaire: Major Product Offerings

Table 72 Boneco: Major Product Offerings

Table 73 Camfil: Major Product Offerings

- Table 74 Coway: Major Product Offerings
- Table 75 Eureka Forbes: Major Product Offerings
- Table 76 GreenTech: Major Product Offerings
- Table 77 Honeywell: Major Product Offerings
- Table 78 HoMedics: Major Product Offerings
- Table 79 HoMedics: Major Product Offerings
- Table 80 IQAir: Major Product Offerings
- Table 81 Kent RO: Major Product Offerings
- Table 82 LG: Major Product Offerings
- Table 83 Lasko: Major Product Offerings
- Table 84 Levoit: Major Product Offerings
- Table 85 Molekule: Major Product Offerings
- Table 86 Novaerus: Major Product Offerings
- Table 87 Oransi: Major Product Offerings
- Table 88 Pure Enrichment: Major Product Offerings
- Table 89 Pro Breeze: Major Product Offerings
- Table 90 Rabbit Air: Major Product Offerings
- Table 91 Samsung: Major Product Offerings
- Table 92 Sharp: Major Product Offerings
- Table 93 Unilever: Major Product Offerings
- Table 94 Vesync: Major Product Offerings
- Table 95 Winix: Major Product Offerings
- Table 96 3M: Major Product Offerings
- Table 97 Global Air Purifier Market by Geography 2020–2026 (\$ billion)
- Table 98 Global Air Purifier Market by Geography 2020–2026 (%)
- Table 99 Global Air Purifier Market by Geography 2020–2026 (million units)
- Table 100 Global Air Purifier Market by Geography 2020–2026 (%)
- Table 101 APAC Air Purifier Market by Technology 2020–2026 (\$ million)
- Table 102 APAC Air Purifier Market by Application 2020–2026 (\$ million)
- Table 103 Europe Air Purifier Market by Technology 2020–2026 (\$ million)
- Table 104 Europe Air Purifier Market by Application Type 2020–2026 (\$ million)
- Table 105 North America Air Purifier Market by Technology 2020–2026 (\$ million)
- Table 106 North America Air Purifier Market by Application 2020–2026 (\$ million)
- Table 107 Middle East & Africa Air Purifier Market by Technology 2020–2026 (\$ million)
- Table 108 Middle East & Africa Air Purifier Market by Application 2020–2026 (\$ million)
- Table 109 Latin America Air Purifier Market by Technology 2020–2026 (\$ million)
- Table 110 Latin America Air Purifier Market by Application 2020–2026 (\$ million)
- Table 111 Global Air Purifier Market by Application 2020–2026 (\$ billion)
- Table 112 Global Air Purifier Market by Application 2020–2026 (%)

Table 113 Global Air Purifier Market by Distribution Channel 2020–2026 (\$ billion)

Table 114 Global Air Purifier Market by Distribution Channel 2020–2026 (%)

Table 115 Global Air Purifier Market by CADR 2020–2026 (\$ billion)

Table 116 Global Air Purifier Market by CADR 2020–2026 (%)

Table 117 Global Air Purifier Market by Technology 2020–2026 (\$ billion)

Table 118 Global Air Purifier Market by Technology 2020–2026 (%)

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