

Market Analysis and Prospect of Home Air Purifier Industry in China 2015-2020

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Date: October 2015

Pages: 0

Price: US\$ 6,000.00 (Single User License)

ID: MA7350EA316EN

Abstracts

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INTRODUCTION

In recent years, due to the concerns for air pollution, indoor air quality, spread of diseases, etc., home air purifier becomes more and more popular in China. Besides, the news about PM2.5 has caught more attention to the air pollution issue as well, which leads to the sales increase of air purifier. In 2014, 3.2 million units of air purifiers were sold in China, with sales of RMB7 billion. The growth rate of sales was nearly 80%, which shows the rapid increase of market and indicates future trend of the industry.

In this report, ASKCI will further disclose market potential and commercial opportunities for home air purifier industry in China. Recommendations will be given at the end of the report to describe the prospect and provide suggestions for strategy making.

1) The Aim of Report

To provide readers with comprehensive and in-depth understanding of Chinese home air purifier industry;

To analyze the market of the industry;

To discover drivers and barriers of the industry;

To reveal opportunities for home air purifier industry in China.

2) Benefit from the Report

Obtain latest info of home air purifier industry, such as current development, market analysis, supply and demand, performance, import and export, key players, etc.;

Find out how Chinese home air purifier market will change and how your business can be involved in;

Keep informed of your competitors/their activities in the globe and in China;

Learn about key market drivers and barriers;

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