

Global Portable Air Purifier Market 2023

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Abstracts

In recent years, there has been a growing awareness of the detrimental effects of indoor air pollution on human health. As a result, the demand for portable air purifiers has witnessed a significant surge. These compact devices are designed to improve indoor air quality by efficiently removing various pollutants, allergens, and contaminants from the air.

A portable air purifier typically consists of a fan that draws in air from the surrounding environment. The air then passes through multiple filters that capture and trap airborne particles. The filters used in portable air purifiers can vary in their composition and efficiency. Common types of filters include HEPA (High-Efficiency Particulate Air) filters, activated carbon filters, and electrostatic precipitators. HEPA filters are highly effective in capturing microscopic particles such as dust, pollen, pet dander, and mold spores. They can remove up to 99.97% of particles as small as 0.3 microns in size. Activated carbon filters, on the other hand, specialize in adsorbing odors, smoke, and volatile organic compounds (VOCs). These filters contain a porous form of carbon that can chemically bind to these pollutants, effectively eliminating them from the air. Electrostatic precipitators use an electric charge to attract and capture particles, enhancing the overall filtration efficiency.

In addition to these filters, many portable air purifiers incorporate advanced technologies to further enhance their performance. Some models feature UV-C light, which helps kill bacteria, viruses, and mold spores. Others utilize ionizers or plasmacluster technology to release charged ions into the air, which attach to particles and cause them to cluster together, making them easier to capture by the filters.

The global portable air purifier market is expected to witness significant growth in the coming years. According to the latest market data, it is projected to grow by USD 3.8 billion from 2023 to 2029, registering a compound annual growth rate (CAGR) of 7.59

percent. This growth can be attributed to the increasing awareness among people regarding the importance of maintaining clean and healthy indoor air.

As individuals spend a significant amount of time indoors, whether at home or in offices, schools, or other indoor spaces, the need for improved air quality becomes crucial. Indoor air can often be more polluted than outdoor air due to factors such as inadequate ventilation, off-gassing from furniture and building materials, and the presence of allergens and contaminants brought in from outside. Portable air purifiers offer a convenient solution to tackle these indoor air quality issues. They are easy to use and can be moved from one room to another as needed. They provide a sense of assurance and peace of mind by effectively reducing the presence of harmful particles and pollutants in the air. Furthermore, the COVID-19 pandemic has further driven the demand for portable air purifiers. The virus can spread through respiratory droplets, and there is growing evidence that it can also remain suspended in the air as aerosols. Portable air purifiers with HEPA filters can help capture and remove these particles from the air, reducing the risk of transmission in indoor settings.

The report covers market size and growth, segmentation, regional breakdowns, competitive landscape, trends and strategies for global portable air purifier market. It presents a quantitative analysis of the market to enable stakeholders to capitalize on the prevailing market opportunities. The report also identifies top segments for opportunities and strategies based on market trends and leading competitors' approaches.

Market Segmentation

Product: active carbon, electrostatic precipitator, high-efficiency particulate air filter (HEPA), ion and ozone generator, others

Distribution channel: online, offline

End user: residential, commercial, others

Region: Asia-Pacific, Europe, North America, Middle East and Africa (MEA), South America

This industry report offers market estimates and forecasts of the global market, followed by a detailed analysis of the product, distribution channel, end user, and region. The global market for portable air purifier can be segmented by product: active carbon, electrostatic precipitator, high-efficiency particulate air filter (HEPA), ion and ozone generator, others. Among these segments, the HEPA filter segment held the largest revenue share in 2022. HEPA filters have gained significant popularity and widespread recognition for their exceptional performance in capturing microscopic particles and

improving indoor air quality. These filters are especially effective in removing airborne pollutants such as dust, pollen, pet dander, mold spores, and other allergens. The success of HEPA filters can be attributed to their unique construction and filtration mechanism. HEPA filters are made up of a dense mat of fibers that creates a physical barrier capable of trapping particles as small as 0.3 microns with an efficiency of 99.97%. This means that even the tiniest and most harmful particles, such as bacteria and viruses, can be effectively removed from the air when it passes through a HEPA filter. The usage of HEPA filters has been endorsed and recommended by various health organizations and regulatory bodies worldwide. These endorsements have significantly contributed to the growing awareness and adoption of HEPA filters in both residential and commercial settings.

The market is further segmented by distribution channel, which includes online and offline channels. The offline segment accounted for the highest revenue generation in 2022. Consumers often value the opportunity to physically examine the product before making a purchase decision. Visiting a physical store allows them to see and touch the air purifier, assess its size, design, and build quality, and understand how it functions. This tactile experience reassures consumers about the product's suitability for their specific needs and instills confidence in their purchase. Moreover, offline channels provide consumers with the opportunity to seek advice and guidance from knowledgeable sales representatives or experts present in the store. These experts can offer personalized recommendations based on the consumers' requirements, room size, air quality concerns, and budget. This consultative approach helps consumers make informed decisions and choose the most appropriate portable air purifier for their specific circumstances. However, it is important to note that online channels also play a significant role in the distribution of portable air purifiers. Online platforms provide convenience and accessibility, allowing consumers to explore a wide range of products from various manufacturers and compare prices and features without leaving their homes. Online reviews and ratings from other customers also help in the decision-making process.

The portable air purifier market can also be segmented based on end users. The segments include residential, commercial, and others. The residential segment captured the largest market share in 2022. There is a growing awareness among homeowners and residents about the importance of maintaining a clean and healthy indoor environment. With increasing concerns about indoor air pollution and its detrimental effects on human health, individuals are actively seeking ways to improve the quality of the air they breathe in their homes. Moreover, the increasing prevalence of respiratory conditions such as allergies, asthma, and other respiratory ailments has also

contributed to the demand for portable air purifiers in residential settings. These devices are proven to be effective in capturing and reducing airborne particles, dust, pet dander, pollen, and other common allergens, providing relief to individuals suffering from respiratory issues. The COVID-19 pandemic has further accelerated the adoption of portable air purifiers in residential spaces. As people spent more time indoors, there was a heightened focus on maintaining clean and safe indoor air quality. Portable air purifiers with advanced filtration technologies became sought-after solutions to mitigate the risk of viral transmission in enclosed residential environments.

The market for portable air purifiers can be divided into key regions including Asia-Pacific, Europe, North America, Middle East and Africa (MEA), and South America. According to research findings, North America had the largest share in the global market for portable air purifiers. There is a high level of awareness among consumers in North America regarding the importance of maintaining clean and healthy indoor air. This awareness has been fostered by extensive educational campaigns, government initiatives, and media coverage highlighting the adverse effects of indoor air pollution on human health.

Furthermore, stringent regulations regarding indoor air quality have been implemented in North America. Government bodies and regulatory agencies have set standards and guidelines to ensure that indoor environments meet specific air quality requirements. These regulations have compelled residential, commercial, and institutional sectors to adopt portable air purifiers as a means to achieve compliance and provide healthier indoor spaces.

The presence of key market players in North America has also contributed to the region's market dominance. Several established manufacturers and suppliers of portable air purifiers are based in North America, offering a wide range of technologically advanced products to cater to the diverse needs of consumers. These companies invest heavily in research and development to introduce innovative features and improve the overall performance of their products, further driving the demand for portable air purifiers in the region.

Major Companies and Competitive Landscape

The report has also analysed the competitive landscape of the global portable air purifier market with some of the key players being Austin Air Systems Limited, Blueair Inc., Coway Co., Ltd., Dyson Limited, Guardian Technologies GmbH, Honeywell International Inc., Koninklijke Philips N.V., LG Electronics Inc., Panasonic Corporation, Samsung Electronics Co., Ltd., Sharp Corporation, Whirlpool Corporation, among

others. In this report, key players and their strategies are thoroughly analyzed to understand the competitive outlook of the market.

Scope of the Report

To analyze and forecast the market size of the global portable air purifier market.

To classify and forecast the global portable air purifier market based on product, distribution channel, end user, region.

To identify drivers and challenges for the global portable air purifier market.

To examine competitive developments such as mergers & acquisitions, agreements, collaborations and partnerships, etc., in the global portable air purifier market.

To identify and analyze the profile of leading players operating in the global portable air purifier market.

Why Choose This Report

Gain a reliable outlook of the global portable air purifier market forecasts from 2023 to 2029 across scenarios.

Identify growth segments for investment.

Stay ahead of competitors through company profiles and market data.

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

Print authentication provided for the single-user license.

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