

# Global Activated Carbon Air Purifier Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Activated Carbon Air Purifier market size is expected to reach \$ 14140 million by 2032, rising at a market growth of 7.5% CAGR during the forecast period (2026-2032).

In 2025, global Activated Carbon Air Purifier production reached approximately 48.78 M Units. The average price is approximately \$170. Activated Carbon Air Purifier is an air purification device that uses activated carbon adsorption technology to remove gaseous pollutants, volatile organic compounds (VOCs), odors, and some harmful chemical gases from the air. These purifiers typically use a fan to draw indoor air into the device, where it passes through a filtration system containing an activated carbon filter layer or activated carbon adsorption module. This process adsorbs and removes gaseous pollutants, and the purified air is then released back into the indoor environment.

## Gross Profit Margin Level

The profit structure of activated carbon air purifiers typically exhibits a 'medium cost for the whole unit, higher cost for consumables' characteristic. The overall cost is mainly determined by the fan/motor, structural components, sensors and control boards, and HEPA/activated carbon composite filter media. Activated carbon (especially high-carbon honeycomb carbon, impregnated modified carbon, and large carbon beds) significantly increases the BOM, but also brings the high-premium selling point of 'odor removal/VOC removal/formaldehyde removal.' In terms of channel structure, online direct-sales brands often reduce customer acquisition costs through scale and traffic efficiency, while traditional home appliance channels rely more on rebates and promotions, thus widening the gross profit margin difference for the same product in different regions. Based on industry experience, the gross profit margin for the whole

unit is mostly in the range of approximately 25%–50% (lower for mass-market models, higher for professional/high-carbon-content models), while filter consumables, due to standardization and high repurchase rates, usually have significantly higher gross profit margins, becoming an important source of long-term brand profits and cash flow.

## Industry Drivers

The underlying logic for demand growth stems from a triple convergence of factors: rising health awareness, changing indoor pollution structure, and event-driven air pollution risks. On one hand, the global air purifier market continues to expand, driven by increased awareness of air pollution and health (multiple research institutions predict a mid-to-high single-digit CAGR). On the other hand, users are shifting from simply removing dust to addressing both particulate matter and gaseous pollutants. The EPA has also explicitly stated that products with activated carbon or other gas-removing filters should be selected to remove gaseous pollutants, but it also points out the lack of a unified rating system for gas filtration. This has led brands to differentiate themselves by focusing on 'higher carbon content and more specific VOC/odor scenarios.' Furthermore, events such as wildfires and haze will significantly boost purifier purchases and upgrades in the short term (primarily HEPA filters, accompanied by increased attention to odors and some gaseous pollutants). Ultimately, industry growth comes not only from new installations but also from existing filter replacements: the more emphasis is placed on 'odor removal/VOC removal,' the more reliant there is on the cyclical repurchase of activated carbon consumables, thus reinforcing the long-term business model of 'hardware + consumables.'

This report studies the global Activated Carbon Air Purifier production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Activated Carbon Air Purifier and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Activated Carbon Air Purifier that contribute to its increasing demand across many markets.

## Highlights and key features of the study

Global Activated Carbon Air Purifier total production and demand, 2021-2032, (K Units)

Global Activated Carbon Air Purifier total production value, 2021-2032, (USD Million)

Global Activated Carbon Air Purifier production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Activated Carbon Air Purifier consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Activated Carbon Air Purifier domestic production, consumption, key domestic manufacturers and share

Global Activated Carbon Air Purifier production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Activated Carbon Air Purifier production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Activated Carbon Air Purifier production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Activated Carbon Air Purifier market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Dyson, Philips, Sharp, Panasonic, Daikin, Coway, Blueair, IQAir, Honeywell, Xiaomi, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Activated Carbon Air Purifier market

### **Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (USD/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

### Global Activated Carbon Air Purifier Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

### Global Activated Carbon Air Purifier Market, Segmentation by Type:

Granular Activated Carbon Air Purifier

Columnar Activated Carbon Air Purifier

Honeycomb Activated Carbon Air Purifier

Others

### Global Activated Carbon Air Purifier Market, Segmentation by Purification Technology:

Pure Activated Carbon Adsorption Type

Catalytic Decomposition Activated Carbon Type

Others

## Global Activated Carbon Air Purifier Market, Segmentation by Structural Form:

Cabinet Type

Wall-Mounted Type

Ceiling Type

Others

## Global Activated Carbon Air Purifier Market, Segmentation by Application:

Residential Homes

Commercial Offices

Automotive and Transportation

Others

## Companies Profiled:

Dyson

Philips

Sharp

Panasonic

Daikin

Coway

Blueair

IQAir

Honeywell

Xiaomi

LG

Samsung

WINIX

Levoit

Electrolux

Whirlpool

SharkNinja

BISSELL

Camfil

Midea

GREE

Austin Air

**Key Questions Answered:**

1. How big is the global Activated Carbon Air Purifier market?
2. What is the demand of the global Activated Carbon Air Purifier market?
3. What is the year over year growth of the global Activated Carbon Air Purifier market?
4. What is the production and production value of the global Activated Carbon Air Purifier market?
5. Who are the key producers in the global Activated Carbon Air Purifier market?
6. What are the growth factors driving the market demand?

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