

Anti-pollution Mask Market Size, Share & Trends Analysis Report, By Product (Disposable, Reusable) By Distribution Channel (Online, Offline) By Region, And Segment Forecasts, 2020 - 2027

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Abstracts

The global anti-pollution mask market size is expected to reach USD 22.3 billion by 2027, expanding at a CAGR of 30.1% over the forecast period, according to a new report by Grand View Research, Inc. Factors such as rising awareness for remedial measures to combat increased pollution levels and high rate of adoption of healthy lifestyle are expected to remain the prominent trends in the market.

The recent outbreak of COVID-19 pandemic is expected to drive the demand for anti-pollution masks during the forecast period. According to a report by Cable News Network, 3M Company has been witnessing an unprecedented spike in the demand for N95 respirator masks since the beginning of 2020 across the globe. Shortage of protection masks in maximum offline stores as well as major e-commerce platforms has led to manufacturers ramping up their production capacity and distribution channels, which is one of the key attributes driving the market growth.

The growing urbanization and industrialization particularly in developing regions such as India and China plays a predominant role in increasing the pollution level. In addition, increasing number of vehicles adds to further degradation of air quality. These factors play a major role in driving the demand for anti-pollution masks in the market. Anti-pollution masks are available in different standard ratings such as N95, N99, N100, P95, and P100, as recommended by NIOSH, an association of U.S. Centers for Disease Control and Prevention.

The P rated masks are resistant to oil based particles and are used for working at

places exposed to oil whereas, N rated ones are not resistant to oil based pollutants. N95 filters up to 95% of the Particulate Matter 2.5 (PM2.5) while, N99 masks filter up to 99% of PM2.5 owing to the higher rate of filtration.

Asia Pacific region is expected to witness the largest as well as fastest growth owing to rapid industrialization and development in automobile sector. The rapidly growing population in developing economies such as India and China is leading to rapid urbanization, which is increasing the pollutant levels in the atmosphere, thus boosting the product demand. According to a report by Institute for Health Metrics and Evaluation, 5.5 people die every year on account of indoor and outdoor air pollution.

The prominent players in the anti-pollution mask market are focusing on product innovation. For instance, in November 2016, Xiaomi launched battery powered anti-pollution mask to filter out PM2.5 particles from breathing. It is manufactured with hand-woven polyester material and equipped with battery powered nano filter, which is chargeable through a USB port. Furthermore, in November 2018, O2TODAY launched urban face mask, O2SafeAir through global travel retail Indiegogo. It is expected to be highly breathable, machine washable and engages with interchangeable filters from protection against pollution and microorganisms.

Further key findings from the report suggest:

The recent outbreak of COVID-19 pandemic is expected to drive the demand for anti-pollution masks. Consumers have been gravitating toward the usage of anti-pollution masks to protect themselves from breathing in the pathogens that may be present in the air

In terms of revenue, the reusable product segment is projected to ascend at a CAGR of 30.2% from 2020 to 2027

Offline channel of distribution dominated the global anti-pollution mask market with an overall revenue share of over 64% in 2019

North America is expected to remain one of the key markets, accounting for 28.7% of global revenue share in 2019

Increasing rate of pollution level owing to rapid industrialization and urbanization in countries such as India and China, is expected to boost the growth of Asia Pacific market

The industry is highly competitive in nature with the main players including 3M, Honeywell International Inc.; KCWW; Totobobo Pte. Ltd.; MSA; and RESPRO.

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Segmental Outlook
- 2.3. Competitive Insights

CHAPTER 3. ANTI-POLLUTION MASK MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Introduction
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
 - 3.3.1. Sales/Retail Channel Analysis
 - 3.3.2. Profit Margin Analysis
- 3.4. Market Dynamics
 - 3.4.1. Market Driver Analysis
 - 3.4.2. Market Restraint Analysis
 - 3.4.3. Industry Challenges
 - 3.4.4. Industry Opportunities
- 3.5. Business Environment Analysis
 - 3.5.1. Industry Analysis - Porter's
 - 3.5.1.1. Supplier Power
 - 3.5.1.2. Buyer Power
 - 3.5.1.3. Substitution Threat

- 3.5.1.4. Threat from New Entrant
- 3.5.1.5. Competitive Rivalry
- 3.6. Roadmap of Anti-Pollution Mask Market
- 3.7. Market Entry Strategies

CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS

- 4.1. Consumer Trends and Preferences
- 4.2. Factors Affecting Buying Decision
- 4.3. Consumer Product Adoption
- 4.4. Observations & Recommendations

CHAPTER 5. ANTI-POLLUTION MASK MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

- 5.1. Product Movement Analysis & Market Share, 2019 & 2027
- 5.2. Disposable Mask
 - 5.2.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 5.3. Reusable Mask
 - 5.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)

CHAPTER 6. ANTI-POLLUTION MASK MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

- 6.1. Distribution Channel Movement Analysis & Market Share, 2019 & 2027
- 6.2. Offline
 - 6.2.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 6.3. Online
 - 6.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)

CHAPTER 7. ANTI-POLLUTION MASK MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

- 7.1. Regional Movement Analysis & Market Share, 2019 & 2027
- 7.2. North America
 - 7.2.1. Market estimates and forecast, 2016 - 2027 (USD Million)
 - 7.2.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)
 - 7.2.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

7.2.4. U.S.

7.2.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.2.4.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.2.4.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

7.2.5. Mexico

7.2.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.2.5.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.2.5.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

7.3. Europe

7.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.3.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.3.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

7.3.4. Germany

7.3.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.3.4.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.3.4.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

7.4. Asia Pacific

7.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.4.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.4.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

7.4.4. China

7.4.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.4.4.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.4.4.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

7.4.5. India

7.4.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.4.5.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.4.5.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

7.5. Central & South America

7.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.5.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.5.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

Million)

7.5.4. Brazil

7.5.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.5.4.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.5.4.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

7.6. Middle East & Africa (MEA)

7.6.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.6.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.6.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

7.6.4. South Africa

7.6.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.6.4.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.6.4.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

CHAPTER 8. COMPETITIVE ANALYSIS

8.1. Key global players, recent developments & their impact on the industry

8.2. Key Company/Competition Categorization (Key innovators, Market leaders, Emerging players)

8.3. Vendor Landscape

8.3.1. Key company market share analysis, 2019

CHAPTER 9. COMPANY PROFILES

9.1. 3M

9.1.1. Company Overview

9.1.2. Financial Performance

9.1.3. Product Benchmarking

9.1.4. Strategic Initiatives

9.2. Honeywell International Inc.

9.2.1. Company Overview

9.2.2. Financial Performance

9.2.3. Product Benchmarking

9.2.4. Strategic Initiatives

9.3. KCWW

9.3.1. Company Overview

- 9.3.2. Financial Performance
- 9.3.3. Product Benchmarking
- 9.3.4. Strategic Initiatives
- 9.4. Totobobo Pte. Ltd.
 - 9.4.1. Company Overview
 - 9.4.2. Financial Performance
 - 9.4.3. Product Benchmarking
 - 9.4.4. Strategic Initiatives
- 9.5. MSA
 - 9.5.1. Company Overview
 - 9.5.2. Financial Performance
 - 9.5.3. Product Benchmarking
 - 9.5.4. Strategic Initiatives
- 9.6. RESPRO
 - 9.6.1. Company Overview
 - 9.6.2. Financial Performance
 - 9.6.3. Product Benchmarking
 - 9.6.4. Strategic Initiatives
- 9.7. Ohlone Press LLC
 - 9.7.1. Company Overview
 - 9.7.2. Financial Performance
 - 9.7.3. Product Benchmarking
 - 9.7.4. Strategic Initiatives
- 9.8. idMASK Co., Ltd
 - 9.8.1. Company Overview
 - 9.8.2. Financial Performance
 - 9.8.3. Product Benchmarking
 - 9.8.4. Strategic Initiatives
- 9.9. NIRVANA BEING
 - 9.9.1. Company Overview
 - 9.9.2. Financial Performance
 - 9.9.3. Product Benchmarking
 - 9.9.4. Strategic Initiatives
- 9.10. Reckitt Benckiser Group plc.
 - 9.10.1. Company Overview
 - 9.10.2. Financial Performance
 - 9.10.3. Product Benchmarking
 - 9.10.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

1. Anti-Pollution Mask - Key market driver analysis
2. Anti-Pollution Mask - Key market restraint analysis
3. Global disposable mask market estimates and forecast, 2016 - 2027 (USD Million)
4. Global reusable mask market estimates and forecast, 2016 - 2027 (USD Million)
5. Global offline market estimates and forecast, 2016 - 2027 (USD Million)
6. Global online market estimates and forecast, 2016 - 2027 (USD Million)
7. North America anti-pollution mask market estimates and forecast, 2016 - 2027 (USD Million)
8. North America anti-pollution mask market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
9. North America anti-pollution mask market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
10. U.S. anti-pollution mask market estimates and forecast, 2016 - 2027 (USD Million)
11. U.S. anti-pollution mask market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
12. U.S. anti-pollution mask market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
13. Mexico anti-pollution mask market estimates and forecast, 2016 - 2027 (USD Million)
14. Mexico anti-pollution mask market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
15. Mexico anti-pollution mask market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
16. Europe anti-pollution mask market estimates and forecast, 2016 - 2027 (USD Million)
17. Europe anti-pollution mask market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
18. Europe anti-pollution mask market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
19. Germany anti-pollution mask market estimates and forecast, 2016 - 2027 (USD Million)
20. Germany anti-pollution mask market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
21. Germany anti-pollution mask market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)

22. Asia Pacific anti-pollution mask market estimates and forecast, 2016 - 2027 (USD Million)
23. Asia Pacific anti-pollution mask market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
24. Asia Pacific anti-pollution mask market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
25. China anti-pollution mask market estimates and forecast, 2016 - 2027 (USD Million)
26. China anti-pollution mask market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
27. China anti-pollution mask market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
28. India anti-pollution mask market estimates and forecast, 2016 - 2027 (USD Million)
29. India anti-pollution mask market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
30. India anti-pollution mask market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
31. Central & South America anti-pollution mask market estimates and forecast, 2016 - 2027 (USD Million)
32. Central & South America anti-pollution mask market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
33. Central & South America anti-pollution mask market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
34. Brazil anti-pollution mask market estimates and forecast, 2016 - 2027 (USD Million)
35. Brazil anti-pollution mask market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
36. Brazil anti-pollution mask market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
37. MEA anti-pollution mask market estimates and forecast, 2016- 2027 (USD Million)
38. MEA anti-pollution mask market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
39. MEA anti-pollution mask market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
40. South Africa anti-pollution mask market estimates and forecast, 2016 - 2027 (USD Million)
41. South Africa anti-pollution mask market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
42. South Africa anti-pollution mask market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
43. Vendor landscape

List Of Figures

LIST OF FIGURES

1. Anti-Pollution Mask market snapshot
2. Anti-Pollution Mask market segmentation & scope
3. Anti-Pollution Mask market penetration & growth prospect mapping
4. Anti-Pollution Mask value chain analysis
5. Anti-Pollution Mask market dynamics
6. Anti-Pollution Mask market Porter's analysis
7. Anti-Pollution Mask market: Product movement analysis
8. Anti-Pollution Mask market: Application movement analysis
9. Anti-Pollution Mask market: Regional movement analysis

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