

Smart Air Purifiers Market Report by Product Type (Dust Collectors, Fume and Smoke Collectors, and Others), Technique (High-Efficiency Particulate Air (HEPA), Thermodynamic Sterilization System (TSS), Ultraviolet Germicidal Irradiation, Ionizer Purifiers, Activated Carbon Filtration, and Others), Distribution Channel (Online, Offline), End User (Residential, Commercial, and Others), and Region 2024-2032

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Abstracts

The global smart air purifiers market size reached US\$ 6.8 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 12.7 Billion by 2032, exhibiting a growth rate (CAGR) of 7% during 2024-2032. The growing awareness regarding the adverse effects of pollution on health, the rising product adoption in offices, commercial spaces, and homes, and the integration of the Internet of Things (IoT) and artificial intelligence (AI) are some of the major factors propelling the market.

Smart air purifiers are advanced air purification devices equipped with integrated technology that allows them to operate efficiently and intelligently. These devices are designed to improve indoor air quality by removing pollutants, allergens, and contaminants from the air while offering users enhanced control and monitoring capabilities through smartphone apps or other smart devices. They are equipped with built-in air quality sensors that continuously monitor the air in the room. These sensors detect various pollutants such as dust, pollen, smoke, pet dander, volatile organic compounds (VOCs), and even the level of humidity. Smart air purifiers can also automatically adjust their fan speed and filtration settings based on the detected air quality.

The market is experiencing substantial growth, primarily propelled by increasing awareness of the detrimental health effects of pollution, such as asthma and respiratory ailments. This heightened awareness drives the demand for smart air purifiers as individuals seek to enhance declining air quality, resulting in a global surge in product sales. Additionally, the widespread adoption of smart air purifiers in various settings, including offices, commercial spaces, and homes to effectively eliminate fine airborne particles and germs, contributes positively to market expansion. Furthermore, technological advancements play a pivotal role in this growth trajectory. Innovations like IoT integration and artificial intelligence enable automatic adjustments to maintain optimal room air quality, further bolstering the market. Moreover, the introduction of novel product variants featuring innovative attributes such as voice control, ozone generators, ultraviolet (UV) light technology, and electrostatic precipitators has a favorable impact on market dynamics.

Smart Air Purifiers Market Trends/Drivers:

Growing awareness regarding the adverse effects of pollution

As people become more informed about the detrimental health effects of pollution, such as respiratory problems, allergies, and long-term health risks, they become more proactive in seeking solutions to protect their health and well-being. Smart air purifiers, with their ability to remove pollutants and improve indoor air quality, are seen as effective tools to mitigate these health risks. Besides, there is a growing trend toward preventive healthcare, where individuals are taking steps to reduce their exposure to health hazards. Smart air purifiers align with this trend by providing a proactive means of reducing indoor air pollution, which is especially crucial for vulnerable populations like children, the elderly, and those with pre-existing respiratory conditions.

Rising product adoption in offices, commercial spaces, and homes

Smart air purifiers offer effective filtration of airborne particles, allergens, pollutants, and contaminants. They can significantly enhance the quality of indoor air by removing harmful substances. This improvement in air quality is particularly crucial in offices and commercial spaces where maintaining a healthy and comfortable environment is a priority. Moreover, the ability to control smart air purifiers remotely through smartphone apps or other smart devices adds to their appeal. This feature is especially valuable in commercial spaces and homes, as users can manage the purifiers from anywhere, ensuring continuous air purification even when they are not on-site. Besides, in some regions, there are regulations and standards in place that require certain indoor spaces,

such as offices and commercial buildings, to maintain a minimum level of indoor air quality. Smart air purifiers help these spaces meet and exceed these requirements, ensuring compliance with local regulations.

Integration of the Internet of Things (IoT) and artificial intelligence (AI)

IoT-enabled smart air purifiers have sensors that continuously monitor indoor air quality in real-time. These sensors detect pollutants like dust, allergens, smoke, and volatile organic compounds (VOCs). Moreover, AI algorithms analyze the data collected by these sensors to provide insights into air quality trends. Users can access this information through mobile apps or connected devices and can remotely control the purifier's operation, such as adjusting fan speed or turning it on/off, through their smartphones or voice commands. Besides, AI allows smart air purifiers to provide a personalized user experience. The device can learn user preferences and adapt its settings accordingly, which is also propelling the market growth.

Smart Air Purifiers Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global smart air purifiers market report, along with forecasts at the global, regional and country levels from 2024-2032. Our report has categorized the market based on product type, technique, distribution channel and end user.

Breakup by Product Type:

Dust Collectors

Fume and Smoke Collectors

Others

Dust collectors represent the most popular product type

The report has provided a detailed breakup and analysis of the market based on the product type. This includes dust collectors, fume and smoke collectors, and others. According to the report, dust collectors represented the largest segment.

Dust is a ubiquitous indoor air pollutant found in homes, offices, industrial spaces, and commercial establishments. It consists of tiny particles like allergens, pet dander, pollen, and fine particulate matter, which can have adverse health effects when inhaled. Given its omnipresence, there is a high demand for air purifiers that specifically target and eliminate dust particles. Moreover, dust collectors are versatile in their application. They

can effectively remove various types of particles, not just dust but also airborne pollutants like mold spores and bacteria. This versatility makes them suitable for a wide range of indoor spaces, including homes, offices, and industrial settings.

Breakup by Technique:

- High-Efficiency Particulate Air (HEPA)
- Thermodynamic Sterilization System (TSS)
- Ultraviolet Germicidal Irradiation
- Ionizer Purifiers
- Activated Carbon Filtration
- Others

High-efficiency particulate air (HEPA) accounts for the majority of market share

A detailed breakup and analysis of the market based on the technique has also been provided in the report. This includes high-efficiency particulate air (HEPA), thermodynamic sterilization system (TSS), ultraviolet germicidal irradiation, ionizer purifiers, activated carbon filtration, and others. According to the report, high-efficiency particulate air represented the largest segment.

HEPA filters have a well-established reputation for their exceptional air filtration capabilities. They can capture and remove particles as small as 0.3 microns with an efficiency of 99.97%. This high level of filtration makes them highly effective at removing common airborne pollutants such as dust, pollen, pet dander, smoke, and even some bacteria and viruses. Consumers trust HEPA filters for their ability to deliver clean, purified air. Moreover, given the growing awareness of the health risks associated with air pollution and indoor allergens, consumers are increasingly seeking air purification solutions that can genuinely improve their indoor air quality. HEPA filters are seen as a reliable choice for addressing these concerns, making them a preferred option.

Breakup by Distribution Channel:

- Online
- Offline

A detailed breakup and analysis of the market based on the distribution channel has also been provided in the report. This includes online and offline.

The online distribution channel includes the sale of smart air purifiers through e-commerce platforms and online retail stores. This channel has gained significant prominence due to its convenience and accessibility. Consumers can browse, compare, and purchase a wide range of smart air purifier models from the comfort of their homes. Online platforms provide detailed product information, customer reviews, and the convenience of doorstep delivery. This channel is particularly appealing to tech-savvy consumers who prefer to research and buy products online.

The offline distribution channel encompasses the sale of smart air purifiers through brick-and-mortar retail outlets, specialty stores, and authorized dealerships. Consumers can physically visit these stores to view, touch, and assess the product before making a purchase decision. Offline channels provide a more personalized shopping experience and allow consumers to seek advice from sales representatives. This channel caters to those who prefer a hands-on approach and want to make informed decisions based on in-person interactions with the product.

Breakup by End User:

- Residential
- Commercial
- Others

Residential sector holds the largest market share

A detailed breakup and analysis of the market based on the end user has also been provided in the report. This includes residential, commercial, and others. According to the report, residential sector represented the largest segment.

Within residential spaces, individuals are most concerned about the health and well-being of themselves and their families. The awareness of the adverse health effects of indoor air pollution, including allergies, asthma, respiratory issues, and other health problems, has driven a significant demand for smart air purifiers. People prioritize clean and healthy air in their homes, making residential settings a primary market for these devices. Moreover, residential smart air purifiers often come equipped with features designed to accommodate families. This includes child-lock safety features to prevent tampering, quiet operation for bedrooms, and user-friendly interfaces that make it easy for everyone in the household to operate the device. Such family-friendly attributes contribute to the high demand in the residential sector.

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Asia Pacific exhibits a clear dominance in the market

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Asia Pacific accounted for the largest market share.

Many countries in the Asia Pacific region, particularly in densely populated urban areas, face significant air pollution challenges. High levels of smog, fine particulate matter (PM2.5), and pollutants from industrial and vehicular sources have led to a heightened

awareness of the need for air purification solutions. This increased pollution drives the demand for smart air purifiers as a means to combat the adverse health effects associated with poor air quality. Moreover, Asia Pacific is experiencing rapid urbanization, with a significant portion of the population residing in densely populated urban areas. Urban living often exposes individuals to higher levels of air pollution. As more people migrate to cities, the demand for indoor air purification solutions, including smart air purifiers, has surged.

Competitive Landscape:

The competitive landscape of the market is characterized by the presence of multiple players that include established brands, emerging startups, and specialty manufacturers. Presently, leading companies are investing in research and development to introduce innovative features and technologies in their smart air purifiers. This includes incorporating IoT connectivity, artificial intelligence for better air quality monitoring, and advanced filtration systems. They are also expanding their product portfolios to cater to different consumer needs. This involves offering a range of models with varying capacities, designs, and price points to target a broader customer base. Moreover, leading players are collaborating with other companies and technology providers for the integration of smart air purifiers with other smart home devices or platforms, enhancing convenience for consumers.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Blueair (Unilever PLC)
Coway Co. Ltd.
Dyson Limited
Honeywell International Inc.
Koninklijke Philips N.V.
LG Electronics Inc. (LG Corporation)
Sharp Corporation
Vesync Co. Ltd
Winix America Inc.
Xiaomi Corporation

Recent Developments:

Dyson recently launched the Dyson Pure Humidify+Cool, which combines air purification, humidification, and cooling functionalities in one device. It also features advanced sensors and connectivity options for personalized air quality control.

Honeywell International Inc. introduced the Honeywell Home Air Purifier to its product lineup. This smart air purifier utilizes HEPA filters and offers voice control capabilities through virtual assistants like Amazon Alexa and Google Assistant.

Blueair launched the Blue Pure 411 Auto, which is a compact and portable smart air purifier. It uses a combination of mechanical and electrostatic filtration to capture airborne contaminants. It also has a smart mode that adjusts the fan speed based on the air quality.

Key Questions Answered in This Report

1. What was the size of the global smart air purifiers market in 2023?
2. What is the expected growth rate of the global smart air purifiers market during 2024-2032?
3. What are the key factors driving the global smart air purifiers market?
4. What has been the impact of COVID-19 on the global smart air purifiers market?
5. What is the breakup of the global smart air purifiers market based on the product type?
6. What is the breakup of the global smart air purifiers market based on the technique?
7. What is the breakup of the global smart air purifiers market based on end user?
8. What are the key regions in the global smart air purifiers market?
9. Who are the key players/companies in the global smart air purifiers market?

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