

Singapore Air Purifier - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

<https://marketpublishers.com/r/S61B0B1E0413EN.html>

Date: July 2024

Pages: 95

Price: US\$ 4,750.00 (Single User License)

ID: S61B0B1E0413EN

Abstracts

The Singapore Air Purifier Market size is estimated at USD 195.11 million in 2024, and is expected to reach USD 264.38 million by 2029, growing at a CAGR of 6.26% during the forecast period (2024-2029).

Key Highlights

Over the long term, factors such as increasing airborne diseases and growing health consciousness among consumers are driving the market.

On the other hand, despite the various technological developments, air purifiers have been perceived as a luxury item in both underdeveloped and emerging cities in Singapore, particularly in the commercial and residential segments, owing to the high installation and maintenance costs. This, in turn, is expected to hinder the market's growth.

Nevertheless, growing air pollution in densely populated cities such as Bukit Timah, Geylang, and Kallang has emerged as a major challenge, with damaging impacts on the environment, public health, and agricultural crop yields. However, such problems are likely to create several opportunities for the air purifier market in the future.

Singapore Air Purifier Market Trends

Increasing Airborne Diseases and Growing Health Consciousness Among Consumers are Expected to Drive the Market

In recent years, the world has seen an increase in airborne infections and a rise in health consciousness among consumers. Airborne illnesses like respiratory infections and allergies have increased across Singapore. Air pollution, insufficient ventilation, and excessive population density all contribute to the spread of these illnesses. In particular, viral diseases such as influenza, respiratory syncytial virus (RSV), and COVID-19 are of concern.

Singapore's rapid urbanization has increased pollution levels outside and within. Vehicles, industrial emissions, and building activities are commonly concentrated in urban areas, resulting in heightened amounts of contaminants in the air. This adds to respiratory issues and the transmission of airborne illnesses.

There has been considerable growth in health consciousness among the country's consumers. People are becoming more aware of the potential health risks associated with air pollution and are actively seeking ways to protect themselves and improve their well-being.

The increased awareness of airborne illnesses and the need for cleaner air have fueled the market for air filtration technologies throughout Singapore. Consumers are investing in air purifiers, HEPA filters, and other air quality enhancement products for their homes, companies, and other indoor locations.

Public health campaigns and education programs concentrating on respiratory health have gained significance in Singapore. Governments, healthcare institutions, and NGOs are attempting to improve awareness about the need for clean air, sufficient ventilation, and personal respiratory hygiene practices.

The increased health consciousness among consumers in Singapore has led to lifestyle modifications. People are adopting healthy behaviors, such as regular exercise, adequate eating, and preferring clean air settings. This involves utilizing air purifiers, wearing masks during periods of heavy pollution, and avoiding extremely polluted places.

Governments in Singapore have been pursuing steps to mitigate air pollution and enhance public health. These programs include controls on industrial emissions, car emissions standards, and urban design techniques that favor green areas and clean air.

Owing to the above points, increasing airborne diseases and growing health consciousness among consumers are expected to drive the Singapore air purifier

market during the forecast period.

High-efficiency Particulate Air (HEPA) Segment is Expected to Dominate the Market

High-efficiency particulate air (HEPA) purifiers are devices that remove airborne particles and pollutants from indoor air. These purifiers are commonly used in homes, offices, hospitals, and other indoor environments to improve air quality and reduce the risk of respiratory issues caused by pollutants.

Furthermore, these purifiers are particularly effective in removing allergens from the air, making them beneficial for individuals with allergies or asthma. These purifiers help alleviate symptoms such as sneezing, coughing, wheezing, and itchy eyes by reducing the presence of allergens in the environment.

HEPA purifiers draw in air from the surrounding environment and pass it through the HEPA filter. As the air passes through the filter, particles like dust, pollen, pet dander, mold spores, and even some bacteria and viruses get trapped in the fibers. The purified air is released back into the room, thus providing cleaner and healthier indoor air.

Moreover, HEPA purifiers utilize a multi-layered filter system that traps particles as air passes through. The filters consist of fine fibers arranged in a dense mat, which creates a maze-like structure capable of capturing particles of various sizes. The efficiency of HEPA filters is measured based on their ability to remove particles as small as 0.3 micrometers with a 99.97% efficiency. This high level of filtration makes HEPA purifiers effective in improving indoor air quality and reducing exposure to harmful pollutants.

Furthermore, many countries are encouraging the usage of high-efficiency particulate air (HEPA) purifiers due to their ability to remove airborne particles, improve indoor air quality, and reduce exposure to pollutants. Promoting HEPA purifiers is driven by concerns over air pollution, allergies, respiratory illnesses, and the COVID-19 pandemic. These devices offer an effective means of capturing and removing harmful particles from indoor air, providing cleaner and healthier environments for individuals.

Furthermore, the increasing demand for HEPA purifiers can be attributed to their proven effectiveness in removing a wide range of airborne pollutants, improving indoor air quality, and promoting better respiratory health. As professionals and scientists continue to emphasize the importance of clean air for overall well-being, HEPA purifiers have

become popular among individuals seeking to create a healthier living environment.

The high-efficiency particulate air (HEPA) segment is expected to dominate the Singaporean air purifier market during the forecast period, owing to the above points.

Singapore Air Purifier Industry Overview

The Singaporean air purifier market is semi-fragmented. Some of the key players in the market (in no particular order) include Daikin Industries Ltd, LG Electronics Inc., Panasonic Corporation, Amway (Malaysia) Holdings Berhad, and IQAir.

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