

# China Household Air Purifier Industry Overview, 2011-2020

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## Abstracts

### Description

Household air purifier refers to the movable household air purifying products for cleaning indoor air pollutants and efficiently increasing the air quality.

With the development of economy, the increasing consumption of coal and petroleum as well as lack of environmental protection measures worsens the air pollution. In terms of PM2.5, 800 million people accounting for half of the population of China suffer from the haze namely high concentration PM2.5. There are various sources of PM2.5. The first source is the automobile exhaust. In recent years, civil automobile reserves keep rising in China. In 2015, it exceeded 172 million. The second source includes road dust and construction dust. The third source is the secondary pollution produced by factories. The fourth source refers to pollutants emitted to low altitude in the process of burning coal. The fifth source is smoke dust from the burning of straws, firewood and garbage. With the increasing attention to life quality, environment and health, the hot-sale of air purification products attracts more enterprises to launch household air purification products.

In China, major indoor pollution sources come from construction, decoration, furniture, as well as the haze (PM2.5). The excessive VOCs pollution seriously damaged people's health. Smog can enter the room through open windows and the use of scavenger fans. Therefore, it is of vital importance to choose a suitable household air purifier for health.

There are diversified types of household air purifiers in Chinese market whose retail prices range hundreds of CNY to tens of thousands of CNY. The mainstream retail prices are between CNY 1,000 to CNY 53,000. In 2015, there were more than 500

household air purifier brands in Chinese market. However, leading enterprises still occupied most of the market share. In spite of many choices, Chinese consumers tend to purchase household air purifiers of foreign brands. That's because most consumers are unfamiliar with household air purifiers. In addition, foreign brands are more advantageous in market promotion, brand recognition, reputation compared with domestic ones. Some foreign brands entering Chinese market comparatively early such as Philips, Sharp and Panasonic with strong brand appeal attract many first-time purchasers.

In 2015, the quantity of China's household air purifiers exceeded 3.5 million, of which the market size surpassed CNY 10 billion. Philips, Sharp, Panasonic, Yadu and Blueair were relatively competitive. It is expected that China's household air purifier market will still keep the rapid development because of people's increasing income and strengthening health consciousness.

Through this report, the readers can acquire the following information:

Definition and Classification of Household Air Purifiers

Research Methods, Parameters and Assumptions

Competition Status of China Household Air Purifier Industry

Risks of Leading Enterprises in China Household Air Purifier Industry

Major Driving Factors in the future of China Household Air Purifier Industry

Risks and Challenges Faced by the Development of China Household Air Purifier Industry

Analysis on Prices of Raw Materials and Retail Prices in China Household Air Purifier Industry

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