

Fresh Air System Industry Overview in China, 2011-2020

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Abstracts

Description

In recent years, Chinese residents are confronted with serious air pollution so they pay more attention to the impact of pollutants like PM 2.5 on health. More and more consumers choose to purchase household air purifiers to create a healthy home environment.

However, household air purifiers can only perform filtration and purification towards part of the indoor air with its internal-cycle principle, but fail to bring fresh air with more oxygen. Fresh air system can send and exhaust fresh air through special equipment in an airtight chamber to form an air flow field for ventilation.

It was introduced in China market for many years, but was originally used in public places or industrial filed instead of homes. In the transfer from commercial to household, numerous problems exist due to the low recognition of residents. For example, installation of this system in renovated residence will compress the interior space, which is not acceptable for families.

According to CRI, fresh air system manufacturers include foreign-owned enterprises such as Honeywell, Mitsubishi Heavy Industries and DAIKIN, as well as local manufacturers of central air conditioners and air purifiers such as Midea, Gree and Haier. Foreign-owned enterprises stepped into fresh air system market early positioning in commercial field before releasing household products from 2014.

At present, the sales and installation of fresh air system mainly cooperate with enterprises concerning central air conditioner and architectural engineering. Part of

enterprises also sell it through agents and other own channels.

According to CRI, fresh air system is mainly applied in fields such as public buildings, residence and industrial buildings. It develops on the basis of public building application market like hospitals, office buildings and banks, which accounts for major market shares in China. It has a large development potential with the rising demand of the residence field for fresh air system as a result of the intensifying air pollution and awareness of health. However, the proportion of the industrial field is only about 5% in this market.

CRI's research shows that the market scale of fresh air system was about CNY 5 billion in China in 2015, which increased by 30% compared to 2014. Meanwhile, the market scale of household air purifiers was over CNY 10 billion in 2015. According to the statistics from the developed countries like Japan, the former will exceed that of the latter, which is a sign for the large development potential of fresh air system in China. According to CRI, the fresh air system industry will develop rapidly in the residence market and public building field with a larger scale in the next few years.

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

Definition and Classification of Fresh Air System

Research Methods, Parameters and Assumptions of the Report

Analysis on Competition in Fresh Air System Industry in China

Analysis on Leading Enterprises in Fresh Air System Industry in China

Development Opportunities and Driving Forces Faced by Fresh Air System Industry in China

Risks and Challenges in Development of Fresh Air System Industry in China

Analysis on Prices of Raw Materials and Products of Fresh Air System in China

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