

**Australia Air Purifiers Market By Filter Type (HEPA + Activated Carbon, HEPA + Activated Carbon + Ion & Ozone, Pre + HEPA, HEPA and Others (HEPA + Ion & zone, Pre-Filter and HEPA + Electrostatic Precipitators)). By End Use (Residential and Commercial/Industrial), By CADR (Below 201 M<sup>3</sup>/hr, 201 M<sup>3</sup>/hr – 300 M<sup>3</sup>/hr, 301 M<sup>3</sup>/hr – 400 M<sup>3</sup>/hr, and Above 400 M<sup>3</sup>/hr), By Distribution Channels (Direct/Institutional Sales, Exclusive Brand Outlets, Multi-Branded Electronic Stores, Supermarkets/Hypermarkets, Online Channels), By Region, By Company, Forecast & Opportunities, 2018-2028F**

<https://marketpublishers.com/r/AED4FB6CAB28EN.html>

Date: July 2023

Pages: 75

Price: US\$ 4,400.00 (Single User License)

ID: AED4FB6CAB28EN

## Abstracts

The Australia air purifiers market is expected to grow during the forecast period. Decreasing air quality and increasing concern about the dangers of VOCs (volatile organic compounds), such as smoke particles and other particulates, have boosted the market. Furthermore, air purifiers help to remove ultra-fine particles such as dust, mold spores, pollen, pet hair, and odors. Combined with rising consumer awareness of the benefits of air filtration, it is expected to boost the air purifier market in Australia in the forecast period.

Air purifiers are small, portable devices that use an internal filter and a fan to remove unwanted particles from the air in a specific room. The room is then recirculated with

fresh air. The filtration process is repeated several times per hour, constantly improving indoor environmental quality. For instance, in 2022, Daikin Australia introduced the MC30 air purifier, the latest addition to its Streamer air purifier line, which provides an optimized pollution-free environment (IAQ) for healthy living. Streamer Technology is intended to capture, suppress, and degrade bacteria and pollutants that contribute to poor IAQ, such as allergens, formaldehyde, traffic pollution, and dust. It removes more than 99.6%<sup>1</sup> of pollen in 2 hours, 99.9%<sup>2</sup> of mold in 24 hours, and 99.61%<sup>1</sup> of allergens in 24 hours.

Several factors, including changing lifestyle preferences, rising awareness about healthy living, and use in a variety of industries, including food and beverage, printing, power plants, chemical, and petrochemical, have contributed to increased sales of air purifiers in the market and are expected to fuel market growth in the coming years. Additionally, air purifiers are used in dental and medical laboratories, veterinary hospitals, boarding kennels, animal kennels, clinics, and hospitals to remove allergens, and airborne pathogens, from the air and maintain an indoor environment for patients and employees. Moreover, IBISWorld forecasts a 1.2% increase in household numbers to 9.99 million in 2022. Similarly, in 2022, there will be 9,170 commercial and industrial building construction businesses in Australia. It will increase the market demand in the projected years.

Furthermore, new product introductions and technological advancements will create opportunities for market expansion during the forecast period. Air purifiers improve indoor air quality by removing the most hazardous particles from the home. For instance, in 2022, LG Electronics Australia introduced its new commercial Air Purifier (AG16GBWX0), an air care solution designed to improve and maintain an indoor environment in commercial and industrial applications. This fresh air purifier uses an innovative Direct Air Circulation system, an allergen HEPA filter, and deodorizing filter to remove large-capacity filters and release clean air. The LG ThinQ platform and mobile app can remotely control the commercial LG Air Purifier. Furthermore, LG Electronics Australia provides a silent cleaning mode, which is ideal for quieter environments such as schools, libraries, and offices, with the lowest noise level being only 27d.

### Growing Health Awareness Boost Market Growth

The relevance of using an air purifier is anticipated to drive market expansion in the upcoming years due to the health impacts of air pollution, including decreased lung function, increased respiratory symptoms, and risk of cardiovascular disease, lung cancer, shortened life expectancy, and premature death. For instance, in 2021,

according to air quality analysis and statistics for Australia, exposure to air pollution is estimated to result in 4,880 premature deaths every year in Australia, which will lead to market growth of air purifiers. Additionally, using an air purifier to improve air quality and reduce potentially harmful circulating particles such as bacteria, viruses, and smoke, for example, according to GAMA Healthcare Australia Pty Ltd, 2022 Medical-grade HEPA 13 filters, will reduce 99.95% of airborne particles. While HEPA 14 filters will remove 99.99%.

### Increasing Government Initiatives Will Boost Market Growth

The Australian government took the initiative towards managing the PM<sub>2.5</sub> air pollution level in the country. Although PM<sub>2.5</sub> is the most dangerous pollutant to Australian citizens' health, PM and ozone are Australia's primary contaminants of concern. PM<sub>2.5</sub> refers to microscopic airborne particles 2.5 microns in diameter that are especially dangerous because their size allows them to penetrate deep into the human system and enter the bloodstream, causing various health side effects. As a result, Australia's Environment Ministers established the National Clean Air. Agreement to assist governments in improving national actions to address air quality issues and the responsibility for monitoring and managing air quality in their state and territories. It will lead the market demand for air purifiers during the forecast period.

### Market Segmentation

The Australia air purifier market is segmented based on filter type, end-use, CADR, distribution channel, regional distribution, and competitive landscape. Based on filter type, the market is divided into HEPA + Activated Carbon, HEPA + Activated Carbon + Ion & Ozone, Pre + HEPA, HEPA, and Others (HEPA + Ion & zone, Pre-Filter, and HEPA + Electrostatic Precipitators). Based on end use, the market is divided into residential and commercial/industrial. Based on CADR, the market is divided into below 201 m<sup>3</sup>/hr, 201 m<sup>3</sup>/hr – 300 m<sup>3</sup>/hr, 301 m<sup>3</sup>/hr – 400 m<sup>3</sup>/hr, and above 400 m<sup>3</sup>/hr. Based on distribution channels, the market is fragmented into direct/institutional sales, exclusive brand outlets, multi-branded electronic stores, supermarkets/hypermarkets, and online channels.

### Company Profiles

HoMedics Australia Pty. Ltd., Inovaair Australia Pty. Ltd., Philips Electronics Australia Limited, Blueair AB, Beurer GmbH, Winix Inc., Breville Group Limited, Daikin Australia Pty. Ltd., Sharp Corporation of Australia Pty. Ltd., and Andatech Pty. Ltd. are among

the major market players in the Australia air purifier market.

Report Scope:

In this report, the Australia air purifiers market has been segmented into the following categories, in addition to the industry trends, which have also been detailed below:

Australia Air Purifiers Market, By Filter Type:

HEPA + Activated Carbon

HEPA + Activated Carbon + Ion & Ozone

Pre + HEPA

HEPA

Others

Australia Air Purifiers Market, By End Use:

Residential

Commercial/Industrial

Australia Air Purifiers Market, By CADR:

Below 201 m<sup>3</sup>/hr

201-300 m<sup>3</sup>/hr

301-400 m<sup>3</sup>/hr

Above 400 m<sup>3</sup>/hr

Australia Air Purifiers Market, By Distribution Channel:

Direct/Institutional Sales

Exclusive Brand Outlets

Multi-Branded Electronic Stores

Supermarkets/Hypermarkets

Online Channels

Australia Air Purifiers Market, By Region:

NSW

Victoria

Queensland

Western Australia

South Australia

Tasmania

Northern Territory

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Australia air purifiers market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

*Australia Air Purifiers Market By Filter Type (HEPA + Activated Carbon, HEPA + Activated Carbon + Ion & Ozone,...*



## Contents

### **1. INTRODUCTION**

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

### **2. RESEARCH METHODOLOGY**

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### **3. EXECUTIVE SUMMARY**

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

### **4. VOICE OF CUSTOMER ANALYSIS (B2C MODEL ANALYSIS)**

- 4.1. Sample Size Determination
- 4.2. Respondent Demographics
  - 4.2.1. By Gender
  - 4.2.2. By Age
  - 4.2.3. By Occupation
- 4.3. Brand Awareness
- 4.4. Factors Influencing Purchase Decision
- 4.5. Customer Satisfaction

### **5. AUSTRALIA AIR PURIFIERS MARKET OUTLOOK**

*Australia Air Purifiers Market By Filter Type (HEPA + Activated Carbon, HEPA + Activated Carbon + Ion & Ozone,...*

## 5.1. Market Size & Forecast

5.1.1. By Value

5.1.2. By Volume

## 5.2. Market Share & Forecast

5.2.1. By Filter Type Market Share Analysis (HEPA + Activated Carbon, HEPA + Activated Carbon + Ion & Ozone, Pre + HEPA, HEPA and Others (HEPA + Ion & zone, Pre-Filter, and HEPA + Electrostatic Precipitators).

5.2.2. By End Use Market Share Analysis (Residential, Commercial/Industrial)

5.2.3. By CADR Market Share Analysis (Below 201m<sup>3</sup>/hr, 201-300 m<sup>3</sup>/hr, 301-400 m<sup>3</sup>/hr, Above 400 m<sup>3</sup>/hr)

5.2.4. By Distribution Channel Market Share Analysis (Direct/Institutional Sales, Exclusive Brand Outlets, Multi-Branded Electronic Stores, Supermarkets/Hypermarkets and Online Channels).

5.2.5. By Region Market Share Analysis

5.2.5.1. NSW Market Share Analysis

5.2.5.2. Victoria Market Share Analysis

5.2.5.3. Queensland Market Share Analysis

5.2.5.4. Western Australia Market Share Analysis

5.2.5.5. South Australia Market Share Analysis

5.2.5.6. Tasmania Market Share Analysis

5.2.5.7. Northern Territory Market Share Analysis

5.2.6. By Company Market Share Analysis

## 5.3. Australia Air Purifiers Market Mapping & Opportunity Assessment

5.3.1. By Filter Type Market Mapping & Opportunity Assessment

5.3.2. By End Use Market Mapping & Opportunity Assessment

5.3.3. By CADR Market Mapping & Opportunity Assessment

5.3.4. By Distribution Channel Market Mapping & Opportunity Assessment

5.3.5. By Region Market Mapping & Opportunity Assessment

## 6. AUSTRALIA HEPA + ACTIVATED CARBON AIR PURIFIERS MARKET OUTLOOK

### 6.1. Market Size & Forecast

6.1.1. By Value

6.1.2. By Volume

### 6.2. Market Share & Forecast

6.2.1. By End Use Market Share Analysis

6.2.2. By CADR Market Share Analysis

6.2.3. By Distribution Channel Market Share Analysis



## **7. AUSTRALIA HEPA + ACTIVATED CARBON AIR + ION & OZONE AIR PURIFIERS MARKET OUTLOOK**

### 7.1. Market Size & Forecast

7.1.1. By Value

7.1.2. By Volume

### 7.2. Market Share & Forecast

7.2.1. By End Use Market Share Analysis

7.2.2. By CADR Market Share Analysis

7.2.3. By Distribution Channel Market Share Analysis

## **8. AUSTRALIA PRE + HEPA AIR PURIFIERS MARKET OUTLOOK**

### 8.1. Market Size & Forecast

8.1.1. By Value

8.1.2. By Volume

### 8.2. Market Share & Forecast

8.2.1. By End Use Market Share Analysis

8.2.2. By CADR Market Share Analysis

8.2.3. By Distribution Channel Market Share Analysis

## **9. AUSTRALIA HEPA AIR PURIFIERS MARKET OUTLOOK**

### 9.1. Market Size & Forecast

9.1.1. By Value

9.1.2. By Volume

### 9.2. Market Share & Forecast

9.2.1. By End Use Market Share Analysis

9.2.2. By CADR Market Share Analysis

9.2.3. By Distribution Channel Market Share Analysis

## **10. PRICING ANALYSIS**

## **11. MARKET DYNAMICS**

### 11.1. Drivers

11.1.1. Rising Awareness regarding Health Issues

11.1.2. Increasing Government Initiatives

- 11.1.3. Increasing Pollution Rate
- 11.2. Challenge
  - 11.2.1. High Maintenance Required
  - 11.2.2. High level of Competition

## **12. IMPACT OF COVID-19 ON AUSTRALIA AIR PURIFIERS MARKET**

- 12.1. Impact Assessment Model
  - 12.1.1. Key Segments Impacted
  - 12.1.2. Key Regions Impacted
  - 12.1.3. Key Distribution Channel Impacted

## **13. MARKET TRENDS & DEVELOPMENTS**

- 13.1. Growing Technology Advancement
- 13.2. Increasing Marketing and Promotional Activities
- 13.3. Increasing Purchases Through Online Platforms
- 13.4. Rising Environmental Awareness

## **14. IMPORT & EXPORT ANALYSIS**

- 14.1. Top 5 Exporting Countries
  - 14.1.1. By Value
- 14.2. Top 5 Importing Countries
  - 14.2.1. By Value

## **15. PORTER'S FIVE FORCES MODEL**

- 15.1. Competitive Rivalry
- 15.2. Bargaining Power of Buyers
- 15.3. Bargaining Power of Suppliers
- 15.4. Threat of New Entrants
- 15.5. Threat of Substitutes

## **16. SWOT ANALYSIS**

- 16.1. Strengths
- 16.2. Weaknesses
- 16.3. Opportunities

## 16.4. Threats

## 17. POLICY & REGULATORY LANDSCAPE

## 18. AUSTRALIA ECONOMIC PROFILE

## 19. COMPETITIVE LANDSCAPE

### 19.1. Company Profiles

#### 19.1.1. HoMedics Australia Pty. Ltd.

##### 19.1.1.1. Company Details

##### 19.1.1.2. Product & Services

##### 19.1.1.3. Financials (As Reported)

##### 19.1.1.4. Key Market Focus & Geographical Presence

##### 19.1.1.5. Recent Developments

##### 19.1.1.6. Key Management Personnel

#### 19.1.2. Inovaair Australia Pty. Ltd.

##### 19.1.2.1. Company Details

##### 19.1.2.2. Product & Services

##### 19.1.2.3. Financials (As Reported)

##### 19.1.2.4. Key Market Focus & Geographical Presence

##### 19.1.2.5. Recent Developments

##### 19.1.2.6. Key Management Personnel

#### 19.1.3. Philips Electronics Australia Limited

##### 19.1.3.1. Company Details

##### 19.1.3.2. Product & Services

##### 19.1.3.3. Financials (As Reported)

##### 19.1.3.4. Key Market Focus & Geographical Presence

##### 19.1.3.5. Recent Developments

##### 19.1.3.6. Key Management Personnel

#### 19.1.4. Blueair AB

##### 19.1.4.1. Company Details

##### 19.1.4.2. Product & Services

##### 19.1.4.3. Financials (As Reported)

##### 19.1.4.4. Key Market Focus & Geographical Presence

##### 19.1.4.5. Recent Developments

##### 19.1.4.6. Key Management Personnel

#### 19.1.5. Beurer GmbH

##### 19.1.5.1. Company Details

- 19.1.5.2. Product & Services
- 19.1.5.3. Financials (As Reported)
- 19.1.5.4. Key Market Focus & Geographical Presence
- 19.1.5.5. Recent Developments
- 19.1.5.6. Key Management Personnel
- 19.1.6. Winix Inc
  - 19.1.6.1. Company Details
  - 19.1.6.2. Product & Services
  - 19.1.6.3. Financials (As Reported)
  - 19.1.6.4. Key Market Focus & Geographical Presence
  - 19.1.6.5. Recent Developments
  - 19.1.6.6. Key Management Personnel
- 19.1.7. Breville Group Limited
  - 19.1.7.1. Company Details
  - 19.1.7.2. Product & Services
  - 19.1.7.3. Financials (As Reported)
  - 19.1.7.4. Key Market Focus & Geographical Presence
  - 19.1.7.5. Recent Developments
  - 19.1.7.6. Key Management Personnel
- 19.1.8. Daikin Australia Pty. Ltd.
  - 19.1.8.1. Company Details
  - 19.1.8.2. Product & Services
  - 19.1.8.3. Financials (As Reported)
  - 19.1.8.4. Key Market Focus & Geographical Presence
  - 19.1.8.5. Recent Developments
  - 19.1.8.6. Key Management Personnel
- 19.1.9. Sharp Corporation of Australia Pty. Ltd.
  - 19.1.9.1. Company Details
  - 19.1.9.2. Product & Services
  - 19.1.9.3. Financials (As Reported)
  - 19.1.9.4. Key Market Focus & Geographical Presence
  - 19.1.9.5. Recent Developments
  - 19.1.9.6. Key Management Personnel
- 19.1.10. Andatech Pty. Ltd.
  - 19.1.10.1. Company Details
  - 19.1.10.2. Product & Services
  - 19.1.10.3. Financials (As Reported)
  - 19.1.10.4. Key Market Focus & Geographical Presence
  - 19.1.10.5. Recent Developments

19.1.10.6. Key Management Personnel

## **20. STRATEGIC RECOMMENDATIONS/ACTION PLAN**

20.1. Key Focus Areas

20.2. Target Regions

20.3. Target Filter Type

20.4. Target Distribution Channel

## **21. ABOUT US & DISCLAIMER**

(Note: The companies list can be customized based on the client requirements.)

## I would like to order

Product name: Australia Air Purifiers Market By Filter Type (HEPA + Activated Carbon, HEPA + Activated Carbon + Ion & Ozone, Pre + HEPA, HEPA and Others (HEPA + Ion & zone, Pre-Filter and HEPA + Electrostatic Precipitators)). By End Use (Residential and Commercial/Industrial), By CADR (Below 201 M<sup>3</sup>/hr, 201 M<sup>3</sup>/hr – 300 M<sup>3</sup>/hr, 301 M<sup>3</sup>/hr – 400 M<sup>3</sup>/hr, and Above 400 M<sup>3</sup>/hr), By Distribution Channels (Direct/Institutional Sales, Exclusive Brand Outlets, Multi-Branded Electronic Stores, Supermarkets/Hypermarkets, Online Channels), By Region, By Company, Forecast & Opportunities, 2018-2028F

Product link: <https://marketpublishers.com/r/AED4FB6CAB28EN.html>

Price: US\$ 4,400.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AED4FB6CAB28EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970