

# **Australia Air Purifiers Market, By Filter Type (HEPA, Ion & Ozone, Electrostatic Precipitators, HEPA +Activated Carbon, HEPA+ Activated Carbon + Ion Ozone and Others), By End Use (Residential, Commercial/Industrial), By Distribution Channel (Direct/Institutional Sales, Exclusive Brand Outlets, Multi-Branded Electronic Stores, Supermarkets/Hypermarkets and Online Channels), By Region, Competition Forecast and Opportunities, 2025**

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## **Abstracts**

Australia air purifiers market stood at around \$ 32 million in 2019 and is projected to reach \$ 46 million in 2025, on the back of degrading air quality, rising cases of health issues and increasing awareness in the population. According to a report published by Australian Society of Clinical Immunology and Allergy Inc., around 20% of the Australian population has allergic diseases and this share is on the rise. The recent publications by the governmental agencies showed signs of increase in the particulate matter in air, specifically PM2.5, which is quite hazardous. The country has also been facing deterioration of air quality due to the bushfire events that increased the smoke haze. All these factors coupled with increasing consumer awareness about benefits of good indoor air quality are expected to increasing sales of air purifiers in Australia in the coming years.

Per unit prices have also been declining over the last few years, making the product more accessible to a larger section of the population. The new products that were

launched in 2019, were more portable and advanced in technology than the previous product models. The industrial and commercial institutions specifically prefer such kind of products not only to clean the air around them, but also due to the fact that clean air around the workers increases their productivity and prevents them from being affected by airborne diseases.

Based on filter type, HEPA + activated carbon led the market in 2019 with share of 54.62% and the segment is anticipated to continue dominance until 2025 as these purifiers have no side-effects on human health and provide highly efficient air purification with HEPA filters removing dust as well as particulate matters and activated carbon filters facilitating odor removal.

Leading players operating in Australia air purifier market are 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. With growing air purifiers market in Australia, the companies have started launching new innovative models of air purifiers such as plasmacluster technology, which purifies the air by emitting positive and negative ions.

Years considered for this report:

Historical Years: 2015-2018

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2021-2025

Objective of the Study:

To analyze and forecast Australia air purifiers market size.

To define, classify and forecast Australia air purifiers market based on filter type, end use, distribution channel and region.

To scrutinize the detailed market segmentation and forecast the market size,

based on filter type, namely – HEPA + Activated Carbon, HEPA + Activated Carbon + Ion & Ozone, HEPA, Ion & Ozone, Electrostatic Precipitator and Others.

To analyze and forecast the market share, in terms of volume, for air purifiers with respect to filter type, end use, distribution channel and region.

To analyze and forecast the market share, in terms of volume, for air purifiers with respect to region, namely New South Wales, Victoria, Queensland, Northern Territory, Western Australia, South Australia and Tasmania.

To identify tailwinds and headwinds for Australia air purifiers market.

To evaluate pricing analysis in Australia air purifiers market.

To strategically profile the leading players in the market, which are involved in the supply of air purifiers in Australia.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of air purifier manufacturers/importers and suppliers. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research was able to include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the product offerings, distribution channel, and regional presence of all major air purifier suppliers in the country.

TechSci Research calculated the market size for Australia air purifiers market using a bottom-up approach, where manufacturers value and volume shares data for filter type (HEPA + Activated Carbon, HEPA + Activated Carbon + Ion & Ozone, HEPA, Ion & Ozone, Electrostatic Precipitator & Others) was recorded and forecast for the future years. TechSci Research sourced these values from industry experts and company representatives and externally validated through analyzing historical sales data of respective manufacturers to arrive at the overall market size. Various secondary sources such as secondary sources directories, databases such as Company Annual Reports, World Bank, Industry Magazines, Industry Reports, News Dailies, International Monetary Funds, Assorted Articles, Australasian Society of Clinical Immunology and

Allergy, Public Health Association of Australia, etc., were also studied by TechSci Research.

#### Key Target Audience:

Air purifier manufacturers, suppliers, distributors and other stakeholders

Organizations, forums and alliances related to air purifiers

Government bodies such as regulating authorities and policy makers

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as air purifier manufacturers, distributors and policy makers. The report would enable them to identify which market segments should be targeted over the coming years in order to strategize investments and capitalize on the growth of the market segment.

#### Report Scope:

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

##### Market, By Filter Type:

HEPA + Activated Carbon

HEPA + Activated Carbon + Ion & Ozone

HEPA

Ion & Ozone

Electrostatic Precipitator

Others

Market, by End Use:

Residential

Commercial/Industrial

Market, By Distribution Channel:

Multi-Branded Electronic Stores

Direct/Institutional Sales

Exclusive Brand Outlets

Online Channels

Supermarkets/Hypermarkets

Market, By Region:

New South Wales

Victoria

Queensland

Southern Australia

Western Australia

Northern Territory

Tasmania

Market, By Company:

Inovaair Australia Pty. Ltd.

Daikin Australia Pty. Ltd.

Homedics Australia Pty. Ltd.

Sharp Corporation Australia

## Competitive Landscape

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

**Voice of Customers:** Customer analysis by considering below mentioned parameters: brand awareness, factors influencing purchase decision and sources of information.

## 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).

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