

# **Germany Air Purifier Market By Filter Type (HEPA + Activated Carbon; HEPA + Activated Carbon + Prefilter; HEPA + Prefilter; HEPA and Others (HEPA + Ion & Ozone, Prefilter, Electrostatic Precipitator), 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 & Opportunities, 2028**

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## **Abstracts**

Germany air purifier market is projected to register robust growth during the forecast period, 2024-2028, because of the rising awareness regarding air pollution (such as respiratory illnesses and the dry climate) and favorable government regulations. Roadshows, promotional activities, and successful marketing campaigns by major market players have raised consumer awareness of air purifiers, therefore, increasing awareness of the importance of clean air and the benefits of air purifiers.

Due primarily to coal and industrial activities, Germany has historically had poor air quality. The nation continues to be one of the biggest coal emitters in the world, which causes a PM2.5 concentration that is two times higher than the World Health Organization's (WHO's) annual air quality recommendation. To satisfy Germany's growing demand for high-quality air purifiers, the companies are focusing on launching such air purifiers that are efficient as well as cost-effective.

In Germany, around 560,000 air purifiers were sold in 2020, the first year of the pandemic. Over 730,000 of these devices were sold in 2021. With a growth of nearly 40% in 2018 alone, the domestic market for air purifiers and air filters is the largest in the European Union. The German economy has continued to expand, and the general public is now more aware of the importance of residential air quality. The market is expected to propel in the forecast years and is undoubtedly substantial.

In terms of the most polluted city in Germany, the capital of Germany-Berlin had registered itself as the highest average PM2.5 concentration of the country's most populous cities in 2021, at 12.5 g/m<sup>3</sup>. And Hamburg, the second-largest city in Germany, had an average PM2.5 concentration of 10 g/m<sup>3</sup>. In contrast to 2019, PM2.5 concentrations decreased in several of Germany's most populated cities in 2020. For instance, the PM2.5 concentrations in Cologne decreased by 27% in 2020, while those in Düsseldorf decreased by 17%. Road vehicles are one of the primary sources of PM2.5 emissions, but traffic volumes fell dramatically in 2020 as a result of lockdowns related to COVID-19.

### Rising Support from Government Rules for Monitoring and Controlling Air Pollution Fuels the Market Growth

The automotive, food processing, iron, steel, and cement industries, as well as their emissions, are all directly responsible for the deteriorating air quality in German cities. The country's government is creating regulations and programs that enable them to monitor and control air pollution to improve air quality because this decline in air quality harms human health. Some of the programs established for the assessment and management of air quality and that establish pollutant concentration thresholds that shall not be exceeded include 'The Clean Air Program for Europe (CAPE), published by the European Commission in 2013, which aims to improve air quality in Europe by 2030' and 'The EU's air quality directives (DIRECTIVE 2008/50 /EC and DIRECTIVE 2004/107 /EC)'.

Furthermore, federal states like Bavaria, North Rhine-Westphalia, Hesse, Rhineland-Palatinate, and Berlin are among those that are attempting to encourage the purchase and use of portable air purifiers in educational institutions. In addition, USD51.34 million were invested by each state, such as Bavaria, North Rhine-Westphalia, and Rhineland-Palatinate. Furthermore, the states like Hesse and Berlin have each set aside USD10.27 million and USD4.62 million for the purchase of the required equipment within their respective states. The company like Philips GmbH has been influential contributor to supporting this government initiative by offering a variety of air purifiers to

Germany-based schools from its specialized category of 'Air purifiers for Schools and Businesses,' where it is offering products such as 4000i Series, 3000i Series, 2000i Series, 2000 Series, 800 Series to cater the demand from institutions, offices, commercial spaces.

These regulations have forced plant operators and household users to adopt technologies that can reduce emission levels, increasing demand for air purification systems on the market. These regulations, along with growing concerns about the declining air quality in Germany, have also forced plant operators and household users to adopt these technologies.

### Growing Health-Related Issues Influencing the Market Demand

Although the Air Quality Index (AQI) indicates that the air quality in Germany is generally 'Moderate' or 'Good,' the AQI value 'Moderate' suggests that health issues may arise in vulnerable populations. The WHO-recommended guideline value for AQI, i.e., the annual average PM<sub>2.5</sub> concentrations, shouldn't be higher than 5 g/m<sup>3</sup>. But in February 2019, the country exceeded that certain value. This is brought on by more frequent weather inversions and increased use of fossil fuels for heating. Particulate matter in the respiratory system can cause cardiovascular and pulmonary diseases, resulting in early death. In addition to its known harmful effects on health, air pollution can cause skin issues, particularly on the face. For instance, ozone can cause oxidative stress, which harms the skin's barrier function and may result in inflammation. Moreover, the greatest threat to a German native is particulate matter. The European Environment Agency (EEA) has linked continued exposure to particulate matter to the 53,800 premature deaths that were reported in Germany in 2019.

Therefore, this factor is one of the primary causes for the escalated demand for air purifiers to enhance air quality indoors to limit the interaction with harmful air pollutants within the closed space.

### Increasing Collaboration with Online Channels Influencing the Market Growth

The market is witnessing a significant rise in competition among the national and international players in the air purifier market. With the aim of excessive reach to the target sector of consumers for air purifiers within Germany, various multinational companies are collaborating with online distribution channels for mass reach. For instance, a Chinese manufacturer, Meross Technology Limited, is teaming with 'Amazon' to cater to the demand from German customers. Earlier, the products of

Meross were only available directly from the Meross stores, but as of now, these products are also available in Germany through Amazon. Hence, companies are increasing this distribution channel to capture a significant market share, further influencing the demand for air purifiers within the country.

## Market Segmentation

Germany air purifier market is segmented into filter type, end-use, distribution channel, regional distribution, and competitive landscape. Based on filter type, the market is divided into HEPA + Activated Carbon; HEPA + Activated Carbon + Prefilter; HEPA + Prefilter; HEPA, and others. Based on end use, the market is segmented into residential, commercial/industrial. Based on distribution channel, the market is divided into direct/institutional sales, exclusive brand outlets, multi-branded electronic stores, supermarkets/hypermarkets, and online channels.

## Market Players

Philips GmbH, Panasonic Marketing Europe GmbH (Panasonic, Aircon), Dyson GmbH, Sharp Electronics Europe GmbH, LG Electronics Deutschland GmbH, Krug & Priester GmbH & Co. KG (Ideal), Kalthoff Luftfilter und Filtermedien GmbH (Luftfilter), Etekcity GmbH (Levoit), Wolf GmbH, AIRpro GmbH, are the key market players operating in Germany air purifier market.

## Report Scope:

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

### Germany Air Purifier Market, By Filter Type:

HEPA + Activated Carbon

HEPA + Activated Carbon + Prefilter

HEPA + Prefilter

HEPA

Others

### Germany Air Purifier Market, By End Use:

Residential

Commercial/Industrial

### Germany Air Purifier Market, By Distribution Channel:

Direct/Institutional Sales

Exclusive Brand Outlets

Multi-Branded Electronic Stores

Supermarkets/Hypermarkets

Online Channels

### Germany Air Purifier Market, By Region:

Southwest

Southeast

Northwest

Northeast

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Germany air purifier 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

*Germany Air Purifier Market By Filter Type (HEPA + Activated Carbon; HEPA + Activated Carbon + Prefilter; HEPA...*

report:

Company Information

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

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