

India Air Purifier Market By Filter Type (HEPA + Activated Carbon, Prefilter + HEPA + Activated Carbon, Prefilter + HEPA, HEPA and Others), By Coverage Area (? 300 sq. ft, 301-600 sq. ft, 601-900 sq. ft and >900 sq. ft), By End Use (Residential, Commercial and Industrial), By Distribution Channel (Direct Sales, Multi-Branded Electronics Sales, Online, Supermarket/Hypermarket, Others), By Region, By Leading Cities, Competition Forecast & Opportunities, 2018-2028F

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Abstracts

The India Air Purifier Market size is anticipated to grow at an impressive CAGR during the forecast period. The main drivers of the air purifier market growth are the rising prevalence of airborne diseases and the rising pollution levels in metropolitan areas. Additionally, greater health consciousness, a higher standard of living, and rising disposable income are the other major drivers anticipated to fuel the industry's expansion. In the upcoming years, there will be an increasing need for air pollution control technology.

The air purifier reduces the risk of health issues brought on by indoor pollutants, which can worsen asthma symptoms and cause respiratory infections. Several forms of indoor air contaminants are eliminated by a high-quality air purifier.

The manufacturers of air purifiers, which are thriving to reduce the impacts of pollution, reported sales growth of up to 25–30% in 2021 as compared to 2020. They anticipate

sales to be robust in the upcoming years as well, and some of the manufacturers have increased their investment in advertising to have an edge over their respective competitors.

According to a World Health Organization (WHO) report, about 93% of people in India reside in places with PM2.5 pollution levels that are higher than even the lowest tier of the WHO's new air quality criteria, which were published in 2021. The study also found that air pollution had shortened the life expectancy rate by 1.5 years in India. This is greater than the reduction in life expectancy caused by all types of cancer, which is 1.39 years.

Government Initiatives are Fueling Market Growth

In India, attention is hardly ever paid to air pollution. Governments and other authorities are taking initiatives to avoid or control air pollution since people are unaware of its risks. The usage of fossil fuels, industries, factories, automobile emissions, fires, construction site dust, etc., is just a few of the many sources of air pollution that are present in the nation today. The National Clean Air Program (NCAP) was started in 2019 in India with the intention of reducing particulate matter levels in 132 cities by 20–30% by 2024. The government claims to have allocated USD 5820 million for the scheme. Since the Government of India is taking initiatives and investing money to support the air purifiers industry, there is expected to be growth in the market in the forecast period in India.

Wi-Fi-enabled Air Purifiers Drive the Market Growth.

Manufacturers are trying to cater to new and innovative technologies in air purifiers. An air purifier that purifies the air with a few buttons is now available with features like real-time control systems and Wi-Fi connectivity. A Dyson air purifier, for instance, combines sophisticated detection with a cutting-edge HEPA H13 filtering system to collect gases and 99.95% of particles as small as 0.1 microns. With Wi-Fi and strong Air Multiplier technology, Dyson air purifiers can be controlled, and the air quality can be monitored virtually from anywhere using the Dyson Link application.

Rising Air Pollution Fuels Market Growth

The State of Global Air Report 2022 ranked three of India's largest cities among the nations with the poorest air quality. According to the survey, Delhi is the city with the worst air pollution, followed by Kolkata and Mumbai. The three cities were listed among

the world's most polluted locations in the World Air Quality Index 2022, along with a number of smaller cities like Kanpur and Rohtak. In 2021, India might account for up to 12 of the 15 cities in Central and South Asia with the worst air quality. Not just the major cities are contaminated. According to the survey, more than 76% of Indians reside in areas where ambient air quality standards are routinely exceeded. The rising air pollution is encouraging consumers to buy air purifiers in India. Due to this, the demand for air purifiers is anticipated to increase during the forecast period.

Market Segmentation

India Air Purifier market is segmented into filter type, coverage area, end-use, region, and company. Based on Filter Type, the market is segmented into HEPA + Activated Carbon, Prefilter + HEPA + Activated Carbon, Prefilter + HEPA, HEPA, and others. Based on coverage area, the market is divided into ? 300 sq. ft, 301-600 sq. ft, 601-900 sq. ft, and >900 sq. ft. By end use, the market is divided into residential, commercial and industrial, and by distribution channel into direct sales, multi-branded electronics store, online, supermarket/hypermarket, others.

Market Players

Philips India Limited, Eureka Forbes Limited, Sharp Business System India Pvt. Ltd., Panasonic India Pvt. Ltd., Daikin Airconditioning India Pvt. Ltd., Kent RO Systems Ltd., Xiaomi Technology India Private Limited, Crusaders Technologies India Private Limited, Dyson Technology India Pvt Ltd and Secure Connections Pvt. Ltd. (Honeywell Connections) are the major market players in India Air Purifier market.

Report Scope:

In this report, the India Air Purifier market has been segmented into the following categories, in addition to the industry trends, which have also been detailed below:

India Air Purifier Market, By Filter Type:

HEPA + Activated Carbon

Prefilter + HEPA + Activated Carbon

Prefilter + HEPA

HEPA

Others

India Air Purifier Market, By Coverage Area

? 300 sq. ft

301-600 sq. ft

601-900 sq. ft

>900 sq. ft

India Air Purifier Market by End Use:

Residential

Commercial

Industrial

India Air Purifier Market, by Distribution Channel:

Direct Sales

Multi-Branded Electronics Store

Online

Supermarket/Hypermarket

Others

India Air Purifier Market by Region:

North

West

South

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India 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).

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

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