

Indonesia Air Purifiers Market By Filter Type (Pre + HEPA, Pre + HEPA + AC, HEPA, Others (Pre-filter, HEPA + Ion & Ozone, HEPA + Electrostatic Precipitators, etc.)). By End Use (Residential and Commercial/Industrial), By CADR (Below 201 M³/hr, 201-300, 301-400, Above 400 M³/hr), By Distribution Channels (Supermarkets/Hypermarkets, Multi-Branded Stores, Online Channels, Exclusive Stores, and other (Direct Sales, Distributors & Dealers)), By Region, Competition Forecast and Opportunities, 2028

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Abstracts

The Indonesia air purifiers market is expected to grow during the forecast period as a result of deteriorating environmental quality caused by an increase in coal-fired power plants and biomass burning, which is a major seasonal air pollution source in the area. The demand for products will also rise during the predicted period due to growing consumer knowledge of product advantages.

Several reasons contribute to the increase in air pollution, which in turn drives up demand for air purifiers, such as increased rapid urbanization as a result of increasing construction activities and increasing population in the country, which will lead to an increase in the market demand in the upcoming years. For instance, the overall population is expected to reach 282,648,040 in 2022, up from the previous year's figure.

Particulate pollution in Indonesia is primarily caused by seasonal agricultural burning practices, seasonal forest fires, open burning of household waste, and reliance on coal-

based energy, which is linked to chronic respiratory diseases and increases mortality rates. Additionally, emissions produced from vehicles and the country's expanding industrial, will increase the market demand during the projected period.

Both indoor and outdoor environments are susceptible to air pollution, which has a negative impact on human health which cause to increase the risk of diseases like cancers, respiratory problems, tuberculosis, allergic conditions, and cataracts. As a result, the government took the initiative towards controlling air pollution and set guidelines for air safety in the household. Since 2021, WHO supported the Ministry of Health in developing the National Indoor Air Quality Roadmap 2022-2030 as a reference for the government and related parties in planning, compiling, implementing, monitoring, and evaluating policies and strategies related to indoor air quality. For instance, in 2021, the average AQI in Indonesia is 97, with PM2.5 levels, which is 6.9 times higher than the World Health Organization's (WHO) exposure recommendation. As a result, it will lead to the market demand for air purifiers during the projected years.

Moreover, a significant increase in the demand for air purifiers is anticipated from both the residential and commercial sectors due to growing health concerns among people and the need for safe working environments, increasing the demand for air purifiers in the nation over the forecast period. Additionally, Coway Indonesia, an air purifier and water filtration company, has partnered with digital consultancy Magnus for an influencer marketing campaign. The campaign, which ran until October 2021, focused on Coway's new products, the Air Purifier Tornado and the Water Purifier Cinnamon. Magnus has been tasked with increasing Coway's brand awareness and presence in Indonesia and on social media.

Technical Advancement Increase the Market Growth

To strengthen their position in the market, the major firms adopt a variety of approaches. One such essential technique is the acquisition of businesses to increase brand value among customers. Periodic launches of innovative products are to be considered as a strategic approach to attract consumers toward the product. For instance, in 2021, Ecovacs Robotics launched a new innovative air purifier, 'Ecovacs Airbot Ava,' a robotic air purifier. The new Airbot Ava robotic air purifier was created by Ecovacs with a technology that can work together with smart home devices to satisfy consumer needs for air quality. The product has different features, such as mapping and navigation technology, which allows for the easy mapping of home layouts for air purification and automatically improves indoor air quality by filtering 150 liters of air in one second. Its sensors detect pollutant concentrations automatically and instruct the

robot to areas with the poorest indoor air quality.

Growing Concerns about Indoor Air Quality Boost Market Demand

The impact of using an air purifier to improve air quality and reduce potentially harmful circulating particles like bacteria, viruses, fungi, and smoke is expected to drive market growth in the coming year due to the health effects of air pollution, which include decreased lung function, increased respiratory symptoms, and an increased risk of cardiovascular disease, lung cancer, and shortened life expectancy.

Market Segmentation

The air purifiers market is segmented based on filter type, end-use, cadr, and distribution channel. Based on filter type, the market is divided into Pre + HEPA, Pre + HEPA + AC, HEPA, and others (pre-filter, HEPA + ion & ozone, HEPA + electrostatic precipitators, etc.). Based on end use, the market is divided into residential and commercial/industrial. Based on CADR, the market is divided into below 201 m³/hr, 201-300, 301-400, and above 400 m³/hr. Based on distribution channels, the market is fragmented into supermarkets/hypermarkets, multi-branded stores, online channels, exclusive stores, and others (direct sales, distributors & dealers).

Company Profiles

PT. Sharp Electronics Indonesia, PT. Daikin Airconditioning Indonesia, PT. LG Electronics Indonesia, PT Panasonic Gobel Indonesia, PT Gree Electric Appliances Indonesia, PT. Samsung Electronics Indonesia, Winix Indonesia, Smart Air Indonesia, PT. Arcelik Hitachi Hone Appliances Sales Indonesia, and PT Berca Carrier Indonesia, are among the major market players in the Indonesia platform that lead the market growth of the Indonesia air purifiers market.

Report Scope:

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

Indonesia Air Purifiers Market, By Filter Type:

Pre + HEPA

Pre + HEPA + AC

HEPA

Others

Indonesia Air Purifiers Market, By End Use:

Residential

Commercial/Industrial

Indonesia Air Purifiers Market, By CADR:

Below 201 m³/hr

201-300

301-400

Above 400 m³/hr

Indonesia Air Purifiers Market, By Distribution Channel:

Supermarkets/Hypermarkets

Multi-Branded Stores

Online Channels

Exclusive Stores

Other

Indonesia Air Purifiers Market, By Region:

Java

Jakarta

Sumatra

Kalimantan

Bali

Rest of Indonesia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Indonesia 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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