

Indonesia Air Purifiers Market By Filter Type (HEPA, Pre + HEPA, Pre + HEPA + AC, Others), By End Use (Residential, Commercial/Industrial), By CADR (Below 201 m3/hr, 201-300 m3/hr, 301-400 m3/hr, Above 400 m3/hr), By Distribution Channel (Supermarkets/Hypermarkets, Multi-Branded Stores, Online, Exclusive Stores, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

The Indonesia Air Purifiers Market was valued at USD 147.99 Million in 2024 and is expected to grow to USD 410.48 Million by 2030 with a CAGR of 18.53% during the forecast period. The Indonesia air purifiers market is experiencing significant growth due to rising concerns over air pollution, increasing urbanization, and heightened consumer awareness of health and hygiene. Government regulations on indoor air quality and the prevalence of respiratory diseases are driving demand for advanced filtration technologies, including HEPA and activated carbon filters. The expanding middle class and growing disposable income further boost market adoption. Additionally, the COVID-19 pandemic has accelerated demand for air purifiers in residential and commercial spaces.

Key Market Drivers

Rising Air Pollution and Health Concerns

Indonesia faces severe air pollution, particularly in major cities like Jakarta, due to industrial emissions, vehicular pollution, and seasonal forest fires. According to IQAir's

World Air Quality Report, Jakarta frequently ranks among the most polluted cities globally, with PM2.5 levels exceeding WHO recommendations. In 2023, Jakarta emerged as the most polluted city globally, recording the highest Air Quality Index (AQI) among all ASEAN nations. This concerning environmental milestone underscores the severe air pollution crisis faced by Indonesia's capital, driven by rapid industrialization, heavy traffic congestion, and emissions from coal-fired power plants. Long-term exposure to polluted air has led to an increase in respiratory diseases such as asthma, bronchitis, and chronic obstructive pulmonary disease (COPD), prompting higher demand for air purifiers. The Indonesian government has also raised public awareness regarding the health risks of poor air quality, encouraging both households and businesses to invest in air purification solutions. Additionally, studies by the Indonesian Ministry of Health highlight that indoor air pollution, caused by cooking fumes, tobacco smoke, and mold, poses a significant health risk, further driving demand for air purifiers with HEPA and activated carbon filters that effectively remove harmful particles and odors.

Key Market Challenges

High Product Costs and Limited Affordability

One of the biggest challenges facing the Indonesia air purifiers market is the high cost of air purifiers, which limits adoption, particularly among lower and middle-income households. Many air purifiers with advanced features, such as HEPA filters, activated carbon filters, and UV sterilization, are imported, leading to higher retail prices due to import duties and logistics costs. According to industry estimates, a high-quality air purifier can range from IDR 2 million to over IDR 10 million, making it a significant investment for many consumers. Additionally, maintenance costs, including frequent filter replacements, further increase the long-term expenses associated with owning an air purifier. Unlike essential household appliances such as refrigerators and washing machines, air purifiers are still considered a luxury item in many Indonesian households, slowing market penetration. Although some manufacturers are introducing budget-friendly models, cost remains a major barrier to widespread adoption, particularly in rural and semi-urban areas where air pollution is still a growing concern.

Key Market Trends

Growing Popularity of Smart and IoT-Enabled Air Purifiers

The increasing adoption of smart home technology in Indonesia has fueled the demand

for air purifiers equipped with Internet of Things (IoT) features, real-time air quality monitoring, and remote control capabilities. Consumers are increasingly looking for convenience-driven solutions that allow them to control and monitor air quality through smartphone apps or voice assistants like Google Assistant and Amazon Alexa. Leading brands such as Xiaomi, Dyson, and Sharp have launched air purifiers with intelligent sensors that automatically adjust filtration settings based on detected pollutant levels. Additionally, some models now integrate Artificial Intelligence (AI) to provide predictive maintenance alerts and personalized air purification recommendations. The growing penetration of high-speed internet and the rise of tech-savvy consumers, particularly in urban areas like Jakarta, Surabaya, and Bandung, are further driving the demand for these advanced air purifiers. As smart home ecosystems continue to expand in Indonesia, air purifier manufacturers are increasingly focusing on digital integration and automation to enhance user experience and boost sales.

Key Market Players

PT. Sharp Electronics Indonesia

PT Panasonic Gobel Indonesia

PT. Coway International Indonesia

PT. Higienis Indonesia (Blueair)

PT Daikin Airconditioning Indonesia

PT. LG Electronics Indonesia

PT Samsung Electronics Indonesia

PT Gree Electric Appliances Indonesia

PT. Ar?elik Hitachi Home Appliances Sales Indonesia

Pt Berca Carrier Indonesia

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:

HEPA

Pre + HEPA

Pre + HEPA + AC

Others

Indonesia Air Purifiers Market, By End Use:

Residential

Commercial/Industrial

Indonesia Air Purifiers Market, By CADR:

Below 201 m³/hr

201-300 m³/hr

301-400 m³/hr

Above 400 m³/hr

Indonesia Air Purifiers Market, By Distribution Channel:

Supermarkets/Hypermarkets

Multi-Branded Stores

Online

Exclusive Stores

Others

Indonesia Air Purifiers Market, By Region:

Western

Central

Eastern

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Indonesia Air Purifiers Market.

Available Customizations:

Indonesia Air Purifiers Market report 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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