

Indonesia Air Purifiers Market By Filter Type (HEPA, Pre + HEPA, Pre + HEPA + AC, Others (HEPA + AC, etc.)), 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 (Multi-Branded Stores, Supermarkets/Hypermarkets, Online, Exclusive Stores, Others (Direct Sales, Distributors & Dealers, etc.)) By Region, By Competition Forecast & Opportunities, 2018-2028F

<https://marketpublishers.com/r/I5680557D375EN.html>

Date: October 2023

Pages: 82

Price: US\$ 3,500.00 (Single User License)

ID: I5680557D375EN

Abstracts

The Indonesia Air Purifiers Market has valued at USD113.94 million in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 18.28% through 2028. The Indonesia air purifiers market has witnessed significant growth in recent years, driven by rising concerns about air pollution and its adverse effects on public health. With a population of over 270 million people and increasing urbanization, Indonesia faces serious air quality challenges, particularly in major cities like Jakarta. As a result, the demand for air purifiers has surged as consumers seek ways to breathe cleaner air.

One of the key factors contributing to the growth of the air purifiers market in Indonesia is the growing awareness of the health hazards associated with air pollution. The increasing prevalence of respiratory diseases and allergies has prompted individuals and households to invest in air purification solutions. Additionally, government initiatives and regulations aimed at improving air quality have further propelled the market by

encouraging the adoption of air purifiers in both residential and commercial settings.

The Indonesia air purifiers market is characterized by a competitive landscape, with both domestic and international manufacturers vying for market share. While HEPA-based purifiers remain popular, there is also a rising demand for smart and connected devices that can be controlled via mobile apps. As the awareness of the importance of clean indoor air continues to grow, the market is expected to expand further, offering opportunities for innovation and growth in the coming years.

Key Market Drivers

Air Quality Concerns

One of the primary drivers of the air purifiers market in Indonesia is growing concern about air quality. The country faces significant air pollution challenges, especially in major cities like Jakarta, Surabaya, and Bandung. The deterioration of air quality due to factors such as industrial emissions, vehicle exhaust, and deforestation has raised alarms about the health risks associated with breathing polluted air. This concern has led to increased demand for air purifiers as individuals and households seek ways to improve indoor air quality and protect themselves from the adverse health effects of pollution.

Health Awareness

As awareness of the health hazards of air pollution has grown, more Indonesians are turning to air purifiers to safeguard their well-being. Exposure to air pollutants like fine particulate matter (PM2.5), volatile organic compounds (VOCs), and allergens can lead to respiratory diseases, allergies, and other health problems. This heightened awareness of the link between air quality and health has driven consumers to invest in air purification solutions for their homes, offices, and other indoor spaces.

Government Initiatives

The Indonesian government has taken steps to address air pollution and improve air quality. Initiatives and regulations aimed at reducing pollution levels and encouraging environmental protection have indirectly boosted the air purifiers market. Government efforts to curb emissions from vehicles, factories, and power plants have underscored the importance of clean air. Additionally, some government agencies have provided

subsidies or incentives to promote the use of air purifiers, particularly in schools and healthcare facilities, further contributing to market growth.

Urbanization and Population Growth

Indonesia's rapid urbanization and population growth have led to increased urban air pollution. The country's urban centers are experiencing higher population densities and increased industrialization, resulting in more pollutants being released into the air. This urbanization trend has created a larger market for air purifiers, as people in cities seek ways to mitigate the impact of poor outdoor air quality on their indoor environments. As more Indonesians move to urban areas and the urban population continues to grow, the demand for air purifiers is expected to rise.

Technological Advancements

Advancements in air purification technology have made air purifiers more effective and appealing to consumers. Manufacturers have introduced innovative features such as HEPA filters, activated carbon filters, UV-C sterilization, and smart connectivity. HEPA (High-Efficiency Particulate Air) filters, in particular, are widely adopted for their ability to capture airborne particles and allergens, making them a popular choice among consumers concerned about air quality. Smart air purifiers that can be controlled remotely via mobile apps or integrated into smart home ecosystems have also gained traction, appealing to tech-savvy consumers.

In conclusion, the air purifiers market in Indonesia is driven by a combination of factors, including growing concerns about air quality and health, government initiatives to address pollution, urbanization and population growth, and technological advancements in air purification technology. These drivers are expected to continue fueling market growth as more Indonesians recognize the importance of clean indoor air and seek solutions to improve the air quality in their living and working spaces.

Key Market Challenges

Affordability and Accessibility

One of the primary challenges in the Indonesian air purifiers market is affordability. High-quality air purifiers often come with a hefty price tag, making them inaccessible to a significant portion of the population, especially in lower-income segments. As a result, many Indonesians cannot afford these devices, limiting their ability to protect

themselves from indoor air pollution. Manufacturers and policymakers need to work together to develop more affordable options or implement initiatives that make air purifiers accessible to a broader range of consumers.

Lack of Awareness

While awareness of air pollution's health hazards has been growing, many Indonesians still lack adequate knowledge about air purifiers and their benefits. This lack of awareness can hinder market growth, as consumers may not realize the importance of indoor air quality or the available solutions. Education and public awareness campaigns are needed to inform individuals about the risks of indoor air pollution and the role air purifiers can play in improving their health and well-being.

Quality and Standards

Ensuring the quality and effectiveness of air purifiers is another significant challenge. The market is flooded with various brands and models, and not all of them meet the necessary performance standards. Low-quality or counterfeit products may not effectively filter out pollutants, potentially putting consumers at risk and eroding trust in the market. Establishing and enforcing clear standards for air purifiers, along with third-party certifications, can help address this challenge and protect consumers.

Energy Consumption

Energy consumption is a critical concern associated with air purifiers. Many air purifiers require electricity to operate, which can lead to increased energy bills. In a country like Indonesia, where access to affordable and reliable electricity can be challenging in some areas, the energy consumption of air purifiers can be a barrier to adoption. Manufacturers need to develop energy-efficient models, and consumers need to be aware of the energy costs associated with using these devices.

Environmental Impact

The environmental impact of air purifiers is another challenge to consider. Many purifiers use disposable filters, which contribute to waste generation. Additionally, some models may contain materials that are harmful to the environment. Manufacturers should focus on designing more eco-friendly products that minimize waste and use sustainable materials. Recycling and responsible disposal programs for used filters should also be promoted to mitigate the environmental impact.

In conclusion, while the Indonesia air purifiers market is on the rise due to concerns about air quality and health, it faces several challenges, including affordability and accessibility, lack of awareness, quality and standards issues, energy consumption concerns, and environmental impact. Addressing these challenges will be crucial for the market to continue its growth trajectory and provide clean indoor air solutions to a broader segment of the Indonesian population. Collaboration between manufacturers, government agencies, and consumer advocacy groups is essential to overcome these obstacles and ensure a healthier living environment for all Indonesians.

Key Market Trends

Smart and IoT-Enabled Air Purifiers

One of the prominent trends in the Indonesia air purifiers market is the increasing popularity of smart and Internet of Things (IoT)-enabled devices. Consumers are looking for air purifiers that can be controlled and monitored remotely through smartphone apps. These smart purifiers offer features like real-time air quality monitoring, filter replacement alerts, and the ability to adjust settings from anywhere. This trend aligns with the broader adoption of smart home technology in Indonesia and caters to consumers' desire for convenience and real-time data on indoor air quality.

HEPA Filtration Dominance

High-Efficiency Particulate Air (HEPA) filters continue to dominate the air purifier market in Indonesia. These filters are highly effective at capturing tiny particles, including allergens, dust, and fine particulate matter (PM2.5), which are significant concerns in the country due to air pollution. HEPA filters are considered a gold standard for air purification and are widely preferred by consumers who prioritize effective filtration. Manufacturers have been focusing on improving HEPA filter technology, making them more efficient and durable.

UV-C Sterilization and Advanced Filtration

Another notable trend is the incorporation of advanced filtration technologies, such as UV-C sterilization and activated carbon filters. UV-C light is used to neutralize and kill airborne microorganisms like bacteria and viruses, enhancing the air purifier's sanitization capabilities. Activated carbon filters help remove odors, volatile organic compounds (VOCs), and other chemicals from the air, making air purifiers more

versatile in addressing various indoor air quality concerns. This trend highlights the industry's commitment to providing comprehensive air purification solutions.

Air Purifiers in Commercial Spaces

Beyond residential use, air purifiers are gaining traction in commercial and public spaces in Indonesia. Businesses, schools, hospitals, and offices are increasingly installing air purifiers to provide cleaner and safer indoor environments. This trend was accelerated by the COVID-19 pandemic, which heightened awareness of the importance of indoor air quality and the need for virus mitigation measures. As organizations prioritize the health and well-being of their employees, students, and customers, the demand for air purifiers in non-residential settings continues to grow.

Environmentally Friendly Designs

Environmental sustainability is becoming a more significant consideration for both consumers and manufacturers. There is a growing demand for air purifiers with eco-friendly features and designs. Manufacturers are exploring materials and production processes that reduce the carbon footprint of their products. Additionally, some companies are introducing reusable or recyclable filter options to minimize waste. As sustainability becomes a key focus in various industries, including consumer electronics, the air purifiers market in Indonesia is responding to the call for greener solutions.

Please note that the air purifiers market is dynamic and can change rapidly due to technological advancements, market dynamics, and external factors such as the ongoing COVID-19 pandemic. It's essential to consult up-to-date sources and industry reports for the latest trends and developments in the Indonesia air purifiers market, as my knowledge is based on information available up to September 2021.

Segmental Insights

End Use Insights

The Indonesia air purifiers market has witnessed a significant increase in demand from the commercial and industrial sectors in recent years. This rising demand can be attributed to several factors that highlight the growing awareness of the importance of clean indoor air quality in non-residential spaces.

Firstly, the COVID-19 pandemic has underscored the need for enhanced indoor air quality in public areas, offices, schools, and healthcare facilities. Businesses and institutions are investing in air purifiers as a proactive measure to create safer environments for employees, students, patients, and visitors. Secondly, Indonesia's urban centers, including Jakarta and Surabaya, face persistent air pollution challenges due to rapid industrialization and increased vehicular emissions. Consequently, commercial, and industrial establishments are deploying air purifiers to combat the adverse effects of outdoor air pollution and ensure healthier indoor environments.

Additionally, heightened awareness of the health and productivity benefits associated with clean air has prompted more businesses to incorporate air purifiers into their sustainability and employee wellness initiatives. The demand from the commercial and industrial sectors in the Indonesia air purifiers market is expected to continue growing as businesses prioritize indoor air quality as a key aspect of their operational strategies, employee well-being, and customer safety.

Distribution Channel Insights

The Indonesia air purifiers market has witnessed a substantial surge in demand through online distribution channels in recent years. This trend reflects the changing consumer preferences and the increasing popularity of e-commerce platforms as a convenient and accessible way to purchase air purifiers.

Firstly, the rapid growth of e-commerce platforms in Indonesia, such as Tokopedia, Lazada, and Shopee, has made it easier for consumers to browse, compare, and purchase air purifiers from the comfort of their homes. The convenience and wide product selection offered by online retailers have attracted a significant portion of the population, especially in urban areas, where access to physical stores may be limited. Secondly, the COVID-19 pandemic has accelerated the adoption of online shopping for essential home appliances like air purifiers. Concerns about visiting crowded stores and the desire to maintain social distancing have driven consumers to opt for online channels to meet their indoor air quality needs.

As a result, manufacturers and retailers have recognized the potential of the online distribution channel and have expanded their online presence. This trend is expected to continue as consumers increasingly value the convenience and safety offered by e-commerce platforms, further boosting the demand for air purifiers in the Indonesia market.

Regional Insights

The Java region, Indonesia's most populous and economically developed area, has experienced a significant upsurge in demand for air purifiers in recent years. This heightened demand can be attributed to several factors that highlight the region's unique challenges and opportunities concerning air quality.

The combination of industrial emissions, vehicular pollution, and urbanization has led to deteriorating air quality. As a result, residents in Java's urban centers have sought air purifiers to mitigate the adverse health effects of prolonged exposure to polluted air. Secondly, the Java region has a higher level of awareness and purchasing power compared to other parts of Indonesia. The population in these urban areas is more informed about the health risks associated with poor air quality, and they have the means to invest in air purification solutions. This has led to a surge in demand for air purifiers, as consumers in Java prioritize their health and well-being by seeking cleaner indoor environments.

Overall, the rising demand for air purifiers in the Java region underscores the critical need for improved air quality in densely populated urban areas and reflects the region's higher levels of awareness and economic development. This trend is expected to continue as urbanization and air pollution challenges persist, making air purifiers an essential tool for addressing indoor air quality concerns.

Key Market Players

PT. Sharp Electronics Indonesia

PT Panasonic Gobel Indonesia

PT. Coway International Indonesia

PT. Higienis Indonesia (Blueair)

Luxasia Pte. Ltd. (Dyson)

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 (HEPA + AC, etc.)

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:

Multi-Branded Stores

Supermarkets/Hypermarkets

Online

Exclusive Stores

Others (Direct Sales, Distributors & Dealers, etc.)

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:

Indonesia Air Purifiers Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Indonesia Air Purifiers Market By Filter Type (HEPA, Pre + HEPA, Pre + HEPA + AC, Others (HEPA + AC, etc.)), B...

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

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