

Malaysia Air Purifiers Market, By Filter Type (HEPA + Activated Carbon, Prefilter + HEPA + Activated Carbon, Prefilter + HEPA, HEPA and Other Air Purifiers), By Sales Channel (Multi-Branded Stores, Exclusive Stores, Online, Others), By Company, By Region, Forecast & Opportunities, 2026

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Abstracts

Malaysia's air purifiers market was valued USD68.31 million in 2020 and is anticipated to grow at an impressive rate of 5.41% in the forecast period 2022-2026. This can be attributed to the increasing prevalence of respiratory and allergy-related diseases. Air pollution is rising rapidly, especially in urban areas giving rise to a plethora of air borne diseases. Growing awareness regarding the benefits of installing air purifiers in the residential as well as commercial spaces is fueling the market growth for the forecast period. High-end investments by the major market players for technological advancement of air purifiers to increase the air purifiers' efficiency and performance is fostering the demand for air purifiers in the market. Growing disposable income of the consumers and preference towards maintaining higher living standards is paving the way for the growth of air purifiers market. Rising adoption of air pollution equipment by consumers to purify the air for consumption and maintain consumers' health levels is influencing the market positively. Additionally, the sudden outbreak and spread of pandemic COVID-19 has increased awareness among the consumers pertaining to air quality in order to save themselves from the spread of the virus. This in turn is expected to fuel the market growth in the forecast period. Several claims made by world health organizations, pointing out the degrading air quality and its serious implications over consumers' health are contributing to the preference shift of consumers towards air purifiers.

Malaysia air purifiers market is segmented based on filter type, sales channel, region, and company. Based on sales channel, market can be segmented into multi-brand stores, online and exclusive stores. Among these, online segment is expected to grow at the highest CAGR of 6.93%. The rapid growth of this segment can be attributed to many factors, most recent being COVID-19 pandemic. The amount of people feeling safe to gather at a single place has dramatically reduced from thousands, to very few. As cities went under lockdown in 2020, people started avoiding public places, and went shopping only for essential items. According to statistics, the number of people shopping on the internet has risen drastically in recent years. The return policies and attractive discounts offered by online retailers are better than those of local stores. This has further fueled the growth of online channels in the market.

The major players operating in the Malaysia air purifiers market are CUCKOO International (MAL) Sdn. Bhd., Coway (Malaysia) Sdn. Bhd., Sharp Electronics (Malaysia) Sdn. Bhd, AMWAY (Malaysia) Sdn. Bhd., Panasonic Malaysia Sdn Bhd., and others. Major companies are developing advanced technologies and launching new services to stay competitive in the market. Other competitive strategies include mergers & acquisitions and new service developments.

Years considered for this report:

Historical Years: 2016-2019

Base Year: 2020

Estimated Year: 2021

Forecast Period: 2022–2026

Objective of the Study:

To analyze the historical growth of the market size of Malaysia air purifiers market from 2016 to 2020.

To estimate and forecast the market size of Malaysia air purifiers market from 2020 to 2026 and growth rate until 2026.

To classify and forecast Malaysia air purifiers market based on filter type, sales

channel, region, and company.

To identify dominant region or segment in the Malaysia air purifiers market.

To identify drivers and challenges for Malaysia air purifiers market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in Malaysia air purifiers market.

To identify and analyze the profile of leading players operating in Malaysia air purifiers market.

To identify key sustainable strategies adopted by market players in Malaysia air purifiers market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers across the globe. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the manufacturers, distribution channels and presence of all major players across the globe.

TechSci Research calculated the market size of Malaysia air purifiers market using a bottom-up approach, wherein data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Air purifier manufacturing companies, distributors, suppliers

Market research and consulting firms

Government bodies such as regulating authorities and policy makers

Organizations, forums and alliances related to air purifiers

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers, suppliers and partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

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

Malaysia Air Purifiers Market, By Filter Type:

HEPA + Activated Carbon

Prefilter + HEPA + Activated Carbon

Prefilter + HEPA

HEPA

Other Air Purifiers

Malaysia Air Purifiers Market, By Sales Channel:

Multi-Branded Stores

Exclusive Stores

Online

Others

Malaysia Air Purifiers Market, By Region:

West Malaysia

East Malaysia

Competitive Landscape

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