

# **New Zealand Air Purifiers Market, By Filter Type (Pre-filter + HEPA + Activated Carbon, HEPA + Activated Carbon, HEPA, and Other Air Purifiers), By Price Segment (Low, Medium, High), By Sales Channel (General Trade and Modern Trade), By Region, Competition, Forecast & Opportunities, 2030F**

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## **Abstracts**

The New Zealand air purifiers market was valued USD 6.40 million in 2020 and is expected to grow at an increasing rate of over 7% during the 2021E-2030F forecast period. The market is driven by increasing pollution, which leads to an increase in airborne diseases. Additionally, growing popularity among consumers for an air purifier and increasing disposable income of consumers are expected to increase the demand for air purifiers thereby driving the market growth through 2030F. Owing to rise in customer health consciousness and an increase in the number of pollutants in the air, the industry is expected to experience fast growth. The main purpose of an air purifier is to remove contaminants from the air in the room to improve indoor air quality. Air purifiers help with better sleep by removing allergens from the indoor environment. Allergens can trigger sleep-disruptive symptoms in some people. Frequent coughing, sneezing, or difficulty breathing are some allergic reactions affecting your sleep quality. Air purifiers can decrease the chances of allergies by trapping the pollutants.

Being a developed economy, New Zealand has registered improved economic growth over the last couple of years. Owing to this, there has been an increase in disposable income of the people residing in the country, which in turn is leading to an increase in expenditure on lifestyle products.

The New Zealand air purifiers market is segmented into filter type, price segment, sales

channel, region, and company. Based on filter type, the New Zealand air purifiers market is further fragmented into Prefilter + HEPA + Activated Carbon, HEPA + Activated Carbon, HEPA, and other air purifiers. Out of which, the Prefilter + HEPA + Activated Carbon holds the majority of the market share at around 47% in 2020. This is mainly because the prefilter captures the larger particles like dust and hair to prevent them from clogging the HEPA filter. The HEPA filters are used to remove dust as well as particulate matter, while activated carbon removes the foul odor. As a result, these three technologies complement each other and provide highly efficient air purification and odor removal as compared to single technology-based air purifiers. At the same time, the HEPA filter type segment is expected to be the fastest-growing filter type and it is best for the removal of airborne particles that might make allergies worse.

Based on the price segment, the New Zealand air purifiers market is categorized into low, medium, and high prices. Amongst these, the 'medium' priced air purifiers hold the maximum market share approximately at around 54% in 2020, as it is easily in the reach of customers. The 'low' priced air purifiers have been projected to observe fast growth in the market. This is mainly due to increasing competitive rivalry among the market players as they will launch the most cost-effective product on a low budget.

The major players operating in the New Zealand air purifiers market are Winix Co., Ltd., Blueair AB, Honeywell International Inc., Dyson New Zealand Inc., Daikin Air Conditioning New Zealand Ltd., Mi Oceania Limited, Philips New Zealand Limited, Fellowes Brands, Asia Pacific Brands Ltd. (Vidawell), AWS Group Limited, and others. Major companies are developing advanced techniques and launching products to stay competitive in the market.

Years considered for this report:

Historical Years: 2011-2019

Base Year: 2020

Estimated Year: 2021E

Forecast Period: 2022F–2030F

Objective of the Study:

To analyze the historical growth in the market size of the New Zealand air purifiers market from 2011 to 2020.

To estimate and forecast the market size of the New Zealand air purifiers market from 2021E to 2030F and growth rate until 2030F.

To classify and forecast the New Zealand air purifiers market based on the filter type, price segment, sales channel, and regional distribution.

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

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

To identify drivers and challenges for the New Zealand air purifiers market.

To identify and analyse the profile of leading players operating in the New Zealand air purifiers market.

To identify key sustainable strategies adopted by market players in the New Zealand 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 country. 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 and presence of all major players across the country.

TechSci Research calculated the market size of the New Zealand air purifiers market using a top-down approach in the overall market, bottom-up approach in the regional market, wherein data for various segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated them through analyzing historical data of these filter types and other segments 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 manufacturers/ suppliers/ distributors

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, New Zealand air purifiers market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

#### New Zealand Air Purifiers Market, By Filter Type:

Prefilter + HEPA + Activated Carbon

HEPA + Activated Carbon

HEPA

Others

#### New Zealand Air Purifiers Market, By Price Segment:

Low

Medium

High

New Zealand Air Purifiers Market, By Sales Channel:

Modern Trade

General Trade

New Zealand Air Purifiers Market, By Region:

North Island

South Island

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in New Zealand 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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