

# **Qatar 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, Commercial), By Distribution Channel (Supermarkets/Hypermarkets, Exclusive Stores, Multi-Branded Stores, Online and Others (Direct Sales, Distributor sales, etc.)), By Region, Competition, Forecast and Opportunities, 2028**

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## **Abstracts**

The Qatar air purifiers market is anticipated to project robust growth during the forecast period on account of increasing pollution levels in urban areas, rising health consciousness, growing affordability, and rising initiatives taken by the government. Additionally, new product launches with smart features by various companies is a prominent trend that is anticipated to affect demand for air purifier throughout the forecast period.

An air purifier is a device that collects and filters hazardous particles before releasing fresher, cleaner air. These devices can help prevent respiratory disorders and allergies by limiting the spread of hazardous particles and allergens. The device can be used to filter the air in businesses, residences, learning centers, and hospitals.

According to data issued by the World Health Organization (WHO), Doha's air is among the most polluted in the world. It revealed that Doha has the 12th highest average level of PM2.5 (93 ug/m<sup>3</sup>), which are small and fine particles that are highly harmful to health.

Rising Demand from Government Initiatives In Qatar Influencing the Market Growth

Rising concerns about indoor pollution, which is more harmful than outdoor pollution, are expected to propel the Qatar air purifier market. After hosting the Arab Cup in 2021, Qatar is gearing up to host the FIFA World Cup 2022, which is set to take place this November-December (2022). As part of the objective to offer a healthy and safe event, Qatar's Supreme Committee recently collaborated with HBKU's Qatar Environment and Energy Research Institute (QEERI) to ensure the availability of adequate methods to monitor air quality ahead of the FIFA 2022 World Cup. Qatar has increased its efforts in recent years to reduce carbon emissions as part of its National Vision 2030. The government is taking several steps to improve the quality of air; hence the rising initiatives for improving air quality are also influencing the demand for air purifiers in Qatar.

### Rising Construction Activities Will Fuel the Market Growth

Fine particles and dust from various construction stages of building and infrastructure projects contribute significantly to air pollution caused by construction. The issue is aggravated in Qatar due to its desert climate, which already has high concentrations of these contaminants, especially with regular dust storms. According to the Health Effects Institute's State of Global Air 2020 Report, Qatar is one of the countries with the most severe air pollution. However, a number of techniques can effectively minimize dust-related air pollution, not just for the employees on-site but also for the neighboring areas. Organizations can greatly reduce the possible amount of dust generated by their construction projects, provided they have the political will and a true concern for the natural environment. The Supreme Committee for Delivery and Legacy (SC) has committed to implementing an exclusive green certification termed GSAS Construction Management (GSAS-CM) as part of its sustainability plan. The increase in construction and building activity has sparked worries about air pollution and its environmental impact, thus increasing the market for air purifiers.

### Excessive Usage of Fossil Fuels Will Fuel the Market Growth

The World Health Organization (WHO) establishes the average long-term yearly exposure to fine particulate matter less than 2.5 micrograms/cbm of air as less than 2.5 micrograms/cbm of air. When exposed to micropollutants, this average rises to 10 micrograms, resulting in annual long-term exposure to these particles of 20 micrograms per cubic meter. Qatar has made great economic gains during the last few decades, owing to the development of the oil and gas sector. Qatar's dependence on oil has led to a dramatic growth in CO2 emissions. Long-term observations show that air quality in

the Arab region is poor due to the widespread use of fossil fuels and the inadequate implementation of efforts to limit hazardous emissions. Qatar also has the greatest ozone exposure in the world, with over 67 parts per billion, while the WHO has set a recommendation of 50 ppb for daily maximum 8-hour ozone exposure. Thus, all these factors are expected to drive the growth of the Qatar air purifiers market.

### New Product Launches Will Fuel the Market Growth

Technological advancement leads to the opening of multiple options for manufacturers to create a new products with unique features to fulfill the demand of customers. For instance, Xiaomi has launched Smart Air Purifier 4 Pro, which has a three-in-one filter that combines a primary filter, a high-efficiency filter, and a high-quality activated carbon filter to purify the air and keep consumers healthy. It can produce 8330L of clean air per minute and has a CADR of up to 500m<sup>3</sup>/h. Hence, new product launches and technological innovations are anticipated to contribute to the growth of the air purifier market in Qatar.

### Market Segmentation

The Qatar air purifiers market is segmented based on filter type, end-use, distribution channel, region, and competition landscape. Based on filter type, the market is further fragmented 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 segmented into residential and commercial. Based on distribution channels, the market is segmented into supermarkets/hypermarkets, exclusive stores, multi-branded stores, online, and others (direct sales, distributor sales, etc.). On the basis of region, the market is divided into Doha, Al Rayyan, Umm Salal Muhammad, Al Wakrah, Dukhan, and Rest of Qatar.

### Company Profiles

Daikin Europe N.V., Xiaomi Corporation, Panasonic Marketing Middle East & Africa FZE, Koninklijke Philips N.V., Dyson Group, Samsung Gulf Electronics Fze, Coway Co., Ltd, Toshiba Corporation, Hitachi, Ltd., and SENCOR are some of the leading market players of the Qatar Air Purifiers market. New market players have also actively entered the market in recent years and further strengthened the market growth.

### Report Scope:

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

#### Qatar Air Purifiers Market, By Filter Type:

Pre + HEPA

Pre + HEPA + AC

HEPA

Others (Pre-filter, HEPA + Ion & Ozone, HEPA + Electrostatic Precipitators, etc.)

#### Qatar Air Purifiers Market, By End Use:

Residential

Commercial

#### Qatar Air Purifiers Market, By Distribution Channel:

Supermarkets/Hypermarkets

Exclusive Stores

Multi-Branded Stores

Online

Others (Direct Sales, Distributor sales, etc.)

#### Qatar Air Purifiers Market, By Region:

Doha

Al Rayyan

Umm Salal Muhammad

Al Wakrah

Dukhan

Rest of Qatar

## Competitive Landscape

**Company Profiles:** Detailed analysis of the major companies present in Qatar 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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