

Saudi Arabia Air Purifier Market By Filter Type (HEPA + Activated Carbon; HEPA + Activated Carbon + Prefilter; HEPA + Prefilter; HEPA and Others (HEPA + Ion & Ozone, Prefilter, Electrostatic Precipitator)), By End Use (Residential, Commercial/Industrial), By Distribution Channel (Direct/Institutional Sales, Exclusive Brand Outlets, Multi Branded Electronic Stores, Supermarkets/Hypermarkets and Online Channels), By Region, Competition Forecast & Opportunities, 2028

<https://marketpublishers.com/r/S25CA142FDE6EN.html>

Date: July 2023

Pages: 79

Price: US\$ 4,400.00 (Single User License)

ID: S25CA142FDE6EN

Abstracts

Saudi Arabia air purifier market is projected to register robust growth during the forecast period, owing to the rise in respiratory illnesses, the dry climate, and air pollution. Additionally, promotional activities and successful marketing campaigns by major market players have raised consumer awareness of air purifiers.

An air purifier refers to a device that helps in enhancing indoor air quality by eradicating pollutants from the air. Portable air purifiers are commonly utilized indoors to purify the air. Air purifiers differ in their setup, operating technology, as well as in the volume of air they clean; all these factors influence air cleaner effectiveness.

With 15 times above the amount of PM 2.5 that is considered healthy on an annual average, Riyadh has been named one of the most polluted cities in the world. According to a report issued by a UN agency, the city attributes the high pollution days in part to the presence of Sulphur dioxide in the atmosphere, which is primarily caused by

industrial activity. Riyadh's inclusion on the list was also attributed by the World Health Organization (WHO) report to the occurrence of sandstorms, as well as pollutants brought on by heavy traffic and industrial waste.

Elevating Pollution Levels Propelling the Market Growth

The largest oil exporter in OPEC, Saudi Arabia contributes to the severe environmental effects of oil drilling. This includes air pollution, oil spills, and hydraulic fracturing. By producing significant amounts of carbon dioxide, oil extraction also contributes to air pollution. y. Also, urban areas require more desalinated water. And these desalination plants are extremely inefficient and emit greenhouse gases. The ozone layer is damaged, and global temperatures are boosted by excessive greenhouse gas emissions. The growing concern regarding pollution levels is escalating the demand for air purifier market across Saudi Arabia.

Growing Health-Related Issues Influencing the Market

A significant surge in cases of health-related issues caused by air pollution owing to rapid industrialization, urbanization, and outdoor air pollution is influencing market demand. Outdoor air pollution is a mixture of chemicals, particulate matter, and biological materials that react with each other to form tiny hazardous particles. It can cause breathing issues, chronic illnesses, more hospitalization, and premature mortality. Moreover, according to Boehringer Ingelheim (leading pharmaceutical companies), the prevalence of asthma ranges from 1 to 18 percent across the world, but Saudi Arabia is witnessing the highest prevalence rate of 23.6%. Additionally, according to historical data from 2017, Saudi Arabia's population-weighted mean PM2.5 annual exposure to ambient particulate matter was 87.9 g/m³. Since 1990, the population-weighted mean for PM2.5 has increased by 24%. Moreover, 8536 deaths were estimated to be caused by PM2.5 in 2017, which is 9% of all annual deaths in Saudi Arabia. This factor is one of the major causes for the escalated demand for air purifiers to enhance air quality indoors and to limit the interaction with harmful air pollutants within the closed space.

Increasing tie-ups and collaboration to Bolster the Growth of the Air Purifier Market

The market is witnessing a significant rise in competition among the national and international players in the air purifier market. With the aim of excessive reach to the target sector of consumers for air purifiers within Saudi Arabia, various international companies are collaborating with local distributors for mass reach. For instance, Al-Hassan Ghazi Ibrahim Shaker Co. serves as the sole importer and distributor of a

number of prestigious international brands such as Maytag, Ariston, Indesit, Midea, Bissell, and KitchenAid, and Shaker is the exclusive representative of LG Air Conditioners in Saudi Arabia market.

Moreover, Blueair, one of the leading brands for air purification products in Saudi Arabia, had appointed Nikai as its Saudi Arabian distributor to further extend its reach and sales network. Therefore, as its sole Saudi distributor, Nikai aims to promote Blueair through its channels, including traditional market dealers, retailers, key accounts, and e-commerce.

Market Segmentation

Saudi Arabia Air Purifier market is segmented into filter type, end-use, distribution channel, regional distribution, and competitive landscape. Based on filter type, the market is divided into HEPA + Activated Carbon; HEPA + Activated Carbon + Prefilter; HEPA + Prefilter; HEPA and Others. Based on end use, the market is segmented into Residential, Commercial,/Industrial. Based on distribution channel, the market is divided into Direct/Institutional Sales, Exclusive Brand Outlets, Multi-Branded Electronic Stores, Supermarkets/Hypermarkets, and Online Channels.

Market Players

Philips Healthcare Saudi Arabia Ltd, Ayan Horizon Electronics Company (Dyson), Sharp Middle East FZE, Alesayi Electronics Co Ltd (Panasonic Marketing Middle East & Africa FZE), Daikin Middle East and Africa FZE, Honeywell Turki Arabia Ltd., United Matbouli Group (Samsung Electronics), Nikai Group of Companies (Blueair AB), Hitachi Saudi Arabia Ltd., LG Electronics Gulf FZE, are the key market players operating in Saudi Arabia air purifier market.

Report Scope:

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

Saudi Arabia Air Purifier Market, By Filter Type:

HEPA + Activated Carbon

HEPA + Activated Carbon + Prefilter

HEPA + Prefilter

HEPA

Others

Saudi Arabia Air Purifier Market, By End Use:

Residential

Commercial/Industrial

Saudi Arabia Air Purifier Market, By Distribution Channel:

Direct/Institutional Sales

Exclusive Brand Outlets

Multi-Branded Electronic Stores

Supermarkets/Hypermarkets

Online Channels

Saudi Arabia Air Purifier Market, By Region:

Western

Central

Southern

Eastern

Northern

Competitive Landscape

Saudi Arabia Air Purifier Market By Filter Type (HEPA + Activated Carbon; HEPA + Activated Carbon + Prefilter;...

Company Profiles: Detailed analysis of the major companies present in Saudi Arabia air purifier 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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