

# **Singapore Air Purifier Market By Filter Type (HEPA + Activated Carbon, HEPA + Activated Carbon + Pre-Filter, HEPA + Pre-Filter, Activated Carbon + Pre-Filter, Others (HEPA, Activated Carbon)), By Distribution Channel (Supermarkets/Hypermarkets, Multi-branded Stores, Exclusive Stores, Online, and Others (Direct Sales)), By End-Use (Commercial, Industrial, and Residential), By Region, By Company, Forecast & Opportunities, 2018-2028F**

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## **Abstracts**

The Singapore air purifier market size is anticipated to grow at an impressive CAGR during the forecast period owing to factors such as rising adoption of air pollution control equipment, increasing airborne diseases, and growing demand for technology-based devices.

The air purifier is a device that eliminates impurities from the air in a space to enhance indoor air quality. These products are frequently marketed as helping allergy and asthmatic sufferers, as well as reducing or eliminating secondhand smoke. A serious and urgent threat to the public's health is air pollution. According to the WHO, exposure to fine particles in contaminated air causes an estimated 7 million deaths annually and is linked to conditions such as pneumonia, heart disease, lung cancer, stroke, and chronic obstructive pulmonary disease.

According to Environmental Health Perspectives, living in heavily polluted locations, like those close to highways or airports, has been associated with increased respiratory conditions and dangerous infections. Since an air purifier circulates clean air back into

the space after passing contaminated air through several filters, it can help with various indoor air contaminants. An air purifier may assist in lessening the quantity of these pollutants that people breathe in if users use chemical cleansers or have appliances in their house that generate ozone or other contaminants.

A network of air monitoring stations located around Singapore is used to keep an eye on the local air quality. Particulate matter (PM10), fine particulate matter (PM2.5), sulfur dioxide (SO<sub>2</sub>), nitrogen dioxide (NO<sub>2</sub>), ozone (O<sub>3</sub>), and carbon monoxide (CO) concentrations are measured by the monitoring stations (CO). The Pollutant Standards Index is based on these six pollutant criteria (PSI). Human health and quality of life are impacted by the air quality. As a result, the myENV iPhone and Android app, as well as the Haze microsite, publish hourly reports of the 24-hour Pollutant Standards Index (PSI) values for the five areas of Singapore. Additionally, the readings of pollution concentrations are frequently posted on the Haze website.

The airborne spores that mould fungus release into the air to spread its seeds can be captured by air purifiers. Since mould spores can be as small as four microns, according to research published in Plos Pathogens, having an air purifier with HEPA filters in your house should help to limit the number of mould spores in the air. According to the World Health Organization (WHO), the recommended average PM<sub>2.5</sub> exposure level should be less than 10 mg/m<sup>3</sup>, as higher exposure increases the risk of contracting a number of diseases.

### New Products Launch Fuels the Market Growth

Singaporean manufacturers are focusing on making and offering innovative products for customers. For instance, in 2021, LG launched the Puricare Aero Tower air purifier in Singapore. The LG PuriCare AeroTower is a feature-rich appliance with a contemporary design that boasts numerous modes and cleaner, fresher air. The PuriCare AeroTower offers three modes by design. With the ability to blast air up to 30°C and LG claiming that it could raise the room temperature by 5°C in just five minutes, the Heating Mode is perfect for people who frequently feel cold. Fan Mode performs as stated on the label, but it also offers additional control with 10 air intensity settings. Diffusion Mode, last but not least, aims to provide filtered air both upward and outward.

### Technological Advancements Fuel the Market Growth

In these times, everyone wants new and different technologies for using the products for their convenience and for effective results. For instance, a multifaceted strategy has

been implemented at Singapore Changi Airport (SIN) to fend off the more contagious COVID-19 strain. Changi has implemented cutting-edge technologies to improve indoor air quality in its terminal buildings and has established the segregation of airport staff based on their exposure risk. The air conditioning system filters in all passenger terminals have been updated from MERV-7-rated models to MERV-14-rated ones since the start of COVID-19. Approximately 85% of the airborne particles between 0.3 and 1.0 micrometers in size, or smaller than a COVID-19 particle in a respiratory droplet, may be efficiently removed by these higher-grade filters. Therefore, the adoption of technologies for improving air quality fuels the market of filters, which further fuels the demand for air purifiers in Singapore market.

### Increasing Pollution Concerns Aids Market Growth

For social and economic reasons, infectious diseases brought on by airborne bacteria and viruses are a serious issue. According to WHO data, low- and middle-income countries experience the worst exposures, with 99% of the world's population breathing air that is high in pollutants and exceeds WHO guideline limits. During the coronavirus pandemic, the relevance of this occurrence is particularly apparent. One effect is the increased interest in the market for air purifiers, which led to a notable increase in the number of these devices sold. The Asia Clean Blue Skies Program (ACBSP) was established by the Asian Development Bank (ADB) to expand ADB's efforts in enhancing air quality across Asia and the Pacific. Launched at the Fourth Asia Pacific Clean Air Partnership joint forum in the Republic of Korea, the ACBSP will assist developing member countries (DMCs) of the Asian Development Bank (ADB) in developing policies and plans to encourage investments in projects that improve air quality, such as greenhouse gas reduction in the energy, agriculture, transport, industrial, and urban development sectors, among others. Over the last eight years, ADB has funded more than USD 2.5 billion in initiatives in the region's fight against air pollution. Therefore, various institutions and companies are focusing on reducing air pollution by increasing investments and launching new air purifiers in the market, which further fuels the demand for air purifiers in the market.

### Market Segmentation

Singapore air purifier market is segmented into filter type, distribution channel, end-use, region, and company. Based on type, the market is segmented into HEPA + activated carbon, HEPA + activated carbon + pre-filter, HEPA + pre-filter, activated carbon + pre-filter, and others. Based on distribution channels, the market is segmented into supermarkets/hypermarkets, multi-branded stores, exclusive stores, online, and others.

Based on end-use, the market is segmented into commercial, industrial, and residential. Based on region, the market is segmented into Central, North-East, East, West, and North regions.

## Market Players

Philips Singapore Pte Ltd., Samsung Electronics Singapore Pte. Ltd. (SESP), LG Electronics Singapore Pte. Ltd.(LGESL), Xiaomi Technologies Singapore Pte. LTD., Electrolux S.E.A. Pte Ltd, Daikin Airconditioning (Singapore) Pte Ltd., Sharp Singapore Electronics Corporation Pte. Ltd., Arovast Corporation (Levoit), Sterra, Futur Living Pte. Ltd. are the major market players in Singapore air purifier market.

## Report Scope:

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

### Singapore Air Purifier Market, By Filter Type:

HEPA + Activated Carbon

HEPA + Activated Carbon + Pre-Filter

HEPA + Pre-Filter

Activated Carbon + Pre-Filter

Others

### Singapore Air Purifier Market, By Distribution Channel:

Supermarkets/Hypermarkets

Multi-branded Stores

Exclusive Stores

Online

Others

Singapore Air Purifier Market, By End-Use:

Commercial

Industrial

Residential

Singapore Air Purifier Market, By Region:

Central

North-East

East

West

North

Competitive Landscape

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