

Thailand 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 & opportunities, 2018-2028F

<https://marketpublishers.com/r/TA4EDA1105C3EN.html>

Date: May 2023

Pages: 75

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

ID: TA4EDA1105C3EN

Abstracts

Thailand air purifiers market is anticipated to project robust growth in the forecast period on account of the burning of waste and crop residues, increasing health consciousness among consumers, rising affordability of air purifiers, biomass burning of crop residues, and transboundary haze pollution in rural and border areas. New product launches, which consist of smart features by various companies, are a prominent trend that is anticipated to positively impact the market of air purifiers during the forecast period.

In order to release clean, fresh air, an air purifier first collects and filters potentially dangerous particles. These devices can help prevent allergies and respiratory disorders by limiting the spread of dangerous particles. The device can be used in places such as offices, homes, schools, hospitals, etc. Thailand is one of the world's leading agricultural producers, producing everything from rice and tapioca to pineapples and sugar. With such diversified agricultural production, the burning of crop residues also increases, thus causing air pollution, which is leading to increasing demand for air purifiers. However, this great output comes at a cost to human health. As governments struggle with the combined problems of supporting economic growth while also safeguarding the

environment and public health, the (Air Quality Life Index) AQLI demonstrates not only the harm caused by pollution but also the tremendous advantages that can be achieved with pollution-reduction strategies.

Burning of Waste and Crop Residues Will Aid the Market Growth

In Thailand, agricultural burning (the use of fire to clear land for planting and remove extra biomass) is popular. Poor air quality is a major concern in Thailand, not only in metropolitan areas but over wide portions of the nation, particularly during the 'burning season,' when crop fields are burned to harvest sugarcane or eliminate remaining biomass. For instance, in Bangkok, scientific estimates for biomass burning's contribution to PM2.5 levels range from 24 to 38%, with sugarcane and rice burning accounting for the majority of it. Sugarcane burning accounts for 60-67% of total production, and incomplete combustion produces poisonous black carbon into the atmosphere. These concerns have compelled individuals and organizations to look for measures to reduce the impact of indoor and outdoor air pollution, hence leading to the purchase of air purifiers. During the forecast period, this is expected to fuel growth in the air purifier market in the nation.

Increasing Vehicular Pollution Will Fuel the Market Growth

The primary source of PM2.5 in Bangkok is cars throughout the city and adjacent areas. Recent research indicates that fuel combustion accounts for 44% to 73% of the city's total PM2.5 emissions. Increasing vehicular emission is one of the prime reasons for increasing pollution in Thailand. It is found that vehicle emissions are also emitted by power plants and industrial activities such as metal extraction and the usage of heavy equipment that burns fuel with high sulfur content. In ambient temperatures, sulfur dioxide acts as a precursor to secondary air pollutants such as PM2.5. Thus, leading to the installation of air purifiers in commercial and residential sectors.

Increasing Health Awareness Will Boost the Market Growth

Thailand is one of the most polluted countries in Southeast Asia, with particulate pollution approximately five times greater than (World Health Organization) WHO guidelines. According to the latest stats from the Air Quality Life Index (AQLI), air pollution reduces the average Thai resident's life expectancy by 1.8 years as compared to what it would be if the WHO guideline were fulfilled continuously. As residents of Bangkok, Thailand, are continuously reporting health issues such as coughing up blood and nosebleeds as a result of extreme levels of air pollution. These kinds of incidences

have raised public awareness regarding the effects of air pollution on human health, which is projected to drive the adoption of air purifiers over the forecast period.

Market Segmentation

The Thailand 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.).

Company Profiles

Xiaomi Singapore Pte. Ltd, Arcelik Hitachi Home Appliances Sales (Thailand) Ltd., Philips Electronics (Thailand) Co., Ltd., Thai Samsung Electronics Co., Ltd., Carrier (Thailand) Limited, Toshiba Thailand Co., Ltd., Smart Air Thailand, LG Electronics (Thailand) Co., Ltd., Daikin Industries (Thailand) Co., Ltd. and Sharp Thai Co., Ltd. are some of the leading market players of the Thailand air purifiers market. New market players are also actively entering the market in recent years and further strengthening the market growth.

Report Scope:

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

Thailand Air Purifiers Market, By Filter Type:

Pre + HEPA

Pre + HEPA + AC

HEPA

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

Thailand Air Purifiers Market, By End Use:

Residential

Commercial

Thailand Air Purifiers Market, By Distribution Channel:

Supermarkets/Hypermarkets

Exclusive Stores

Multi-Branded Stores

Online

Others (Direct Sales, Distributor sales, etc.)

Thailand Air Purifiers Market, By Region:

Central Region

North East Region

Northern Region

Southern Region

Competitive Landscape

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

Thailand Air Purifiers Market By Filter Type (Pre + HEPA, Pre + HEPA + AC, HEPA, Others (Pre-filter, HEPA + Io...

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