

Vietnam Air Purifiers Market By Filter Type (HEPA, Prefilter + HEPA, Prefilter + HEPA + Activated Carbon, and Others (HEPA + Ionizer, Prefilter + Activated Carbon, Prefilter)), By Price Range (Low, Medium, High), By Sales Channel (General Trade, Modern Trade)), By Region, Competition, Forecast & Opportunities, 2030F

<https://marketpublishers.com/r/V5E1141EAF26EN.html>

Date: July 2023

Pages: 76

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

ID: V5E1141EAF26EN

Abstracts

Vietnam air purifier market is growing owing to the growing concerns among the population regarding the rising pollution level due to factors such as an increase in construction activities, growing industrialization, etc., causing health issues such as respiratory diseases, skin allergies, etc. These factors are expected to contribute significantly to the growing demand for air purifiers in Vietnam during the forecast period.

An air purifier or air cleaner is a device that eliminates contaminants from the air by filtering to enhance indoor air quality. It is segmented based on the filter type into HEPA, Prefilter + HEPA, Prefilter + HEPA + Activated Carbon, and Other Air Purifiers. The usage of an air purifier helps in destroying microbiological impurities and bacterial and fungal spores, as well as removing hazardous gases such as formaldehyde, ozone, etc.

Moreover, in the upcoming years, it is expected that increased urbanization, as well as a rise in consumer preference for high-end and lifestyle products, will fuel market expansion for air purifiers in Vietnam. Both indoor and outdoor air pollution levels are increasingly concerning. The Environmental Protection Agency (EPA) of the United States claims that indoor air can be five times more contaminated than outdoor air. Since interior air is not as often redistributed as outdoor air, many airborne

contaminants continue to thrive inside.

Air purifier market players in Vietnam are focusing on offering products containing various advantages. For instance, “AloT Air Purifier” by Sharp Vietnam offers advantages such as easily eliminating strong and unpleasant odors from space, ensuring the elimination of airborne viruses, smoke, and other harmful particles, etc., which comes along with remote control that enables easy operating. Moreover, Panasonic Air Purifier F-PXF35A offers various features, such as the ability to eliminate dust and other harmful particles due to its nano electricity technology, 3D airflow circulation, etc. Vietnamese people have given this air purifier positive ratings over the years. Moreover, these air purifiers are majorly used by consumers across the country since they claim to support healthy living for asthmatic patients.

Rising in Transportation System Fueling the Market Growth

The transportation infrastructure in Vietnam is the biggest cause of air pollution. In Vietnam, it was discovered that there are more than 3.6 million cars and 58 million motorcycles on the roads. Most of these cars are found in towns and cities throughout the country, and among these, the old cars do not satisfy acceptable emission standards. These factors are responsible for the daily traffic jams and continuously release black smoke into the air. Along with the trucks and loaders employed by construction businesses, these vehicles also include old buses that are still in operation. As a result, the transportation system is one of the major factors causing air pollution in Vietnam, resulting in the rise in demand for air purifiers across the country.

Rapid Increase in Construction Sites Driving the Market Growth

The growing number of construction sites, which produce huge amounts of dust, is another major factor contributing to air pollution in cities around the nation. This is primarily due to the destruction of the old buildings and the use of cement powder to construct a new structure. Existing industrial sites in the country, such as steel factories, cement manufacturing facilities, coal power plants, etc., are being encouraged to evacuate the city center and shift to industrial parks situated in the outskirts of the country. This factor is further increasing the construction activities in the country. Moreover, burning organic waste from the agricultural sector, such as straw and other leftovers, contributes to air pollution in rural areas of the nation. Therefore, a rise in constructional activities is projected to fuel the demand for air purifiers in commercial as well as residential sectors.

Increase in Industrialization Enhancing The Market Growth

One of the major primary sources of air pollution is energy generation from thermal power plants, which contribute to around 60% of total electric energy output. Moreover, industrial emissions and coal combustion by various industries are also causing air pollution in Vietnam. Owing to increasing population and overcrowding in cities, manufacturing industrial units are shifting from the middle of cities to the outskirts. Many businesses still depend on outdated technology and machinery that produce a lot of waste and have no air purification systems. Most of the industrial hazardous waste from larger industries is either treated on-site by simple and direct furnaces or industrial boilers or by specialized small private businesses that recycle some of the waste and use locally made and cheap combustion technology or simple burning at low temperatures, resulting in the formation and emission of dioxin/furan and other toxic pollutants. Therefore, the rising pollution from industries is generating the demand for air purifiers in Vietnam which is driving the growth of the air purifier market.

Market Segmentation

The Vietnam air purifiers are segmented based on filter type, price range, sales channel, region, and competition landscape. Based on filter type, the market is further fragmented into HEPA, Prefilter + HEPA, Prefilter + HEPA + Activated Carbon, and Other Air Purifiers (HEPA + Ionizer, Prefilter + Activated Carbon, Prefilter). Based on the price range, the market is further fragmented into low, medium, and high. Based on the sales channel, the market is segmented into general trade and modern trade. On the basis of region, the market is divided into North Vietnam, South Vietnam, and Central Vietnam.

Company Profiles

Sharp Vietnam Electronics Co., Ltd., Panasonic Vietnam Co., Ltd., Daikin Air Conditioning Vietnam JSC. Hitachi Home Electronics Vietnam Co. Ltd., Carpa Vietnam Trade Joint Stock Company (Coway), Blueair AB, A.O. Smith Vietnam Company Limited, Electrolux Vietnam LTD., Honeywell (Vietnam) Company Limited, Samsung Electronics Vietnam Co., Ltd are among the major market players in the country platform that lead the market growth of the Vietnam air purifiers.

Report Scope:

In this report, the Vietnam air purifiers have been segmented into the following

Vietnam Air Purifiers Market By Filter Type (HEPA, Prefilter + HEPA, Prefilter + HEPA + Activated Carbon, and...

categories, in addition to the industry trends which have also been detailed below:

Vietnam Air Purifiers Market, By Product Type:

HEPA

Prefilter + HEPA

Prefilter + HEPA + Activated Carbon

Others

Vietnam Air Purifiers Market, By Price Range:

Low

Medium

High

Vietnam Air Purifiers Market, By Distribution Channel:

General Trade

Modern Trade

Vietnam Air Purifiers Market, By Region:

North Vietnam

South Vietnam

Central Vietnam

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Vietnam 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).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

4. VOICE OF CUSTOMER ANALYSIS (B2C MODEL ANALYSIS)

- 4.1. Sample Size Determination
- 4.2. Respondent Demographics
 - 4.2.1. By Gender
 - 4.2.2. By Age
 - 4.2.3. By Occupation
- 4.3. Brand Awareness
- 4.4. Factors Influencing Purchase Decision
- 4.5. Brand Satisfaction
- 4.6. Customer Satisfaction

5. VIETNAM AIR PURIFIERS MARKET OUTLOOK

5.1. Market Size & Forecast

5.1.1. By Value

5.1.2. By Volume

5.2. Market Share & Forecast

5.2.1. By Filter Type Market Share Analysis (HEPA, Prefilter + HEPA, Prefilter + HEPA + Activated Carbon, and Others (HEPA + Ionizer, Prefilter + Activated Carbon, Prefilter)

5.2.2. By Price Range Market Share Analysis (Low, Medium, High)

5.2.3. By Sales Channel Market Share Analysis (General Trade and Modern Trade)

5.2.4. By Regional Market Share Analysis

5.2.4.1. North Vietnam Market Share Analysis

5.2.4.2. South Vietnam Market Share Analysis

5.2.4.3. Central Vietnam Market Share Analysis

5.2.5. By Company Market Share Analysis

5.3. Vietnam Air Purifiers Market Mapping & Opportunity Assessment

5.3.1. By Filter Type Market Mapping & Opportunity Assessment

5.3.2. By Price Range Market Mapping & Opportunity Assessment

5.3.3. By Sales Channel Market Mapping & Opportunity Assessment

5.3.4. By Regional Market Mapping & Opportunity Assessment

6. VIETNAM HEPA AIR PURIFIERS MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.1.2. By Volume

6.2. Market Share & Forecast

6.2.1. By Sales Channel Market Share Analysis

7. VIETNAM PREFILTER + HEPA AIR PURIFIERS MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.1.2. By Volume

7.2. Market Share & Forecast

7.2.1. By Sales Channel Market Share Analysis

8. VIETNAM PREFILTER + HEPA + ACTIVATED CARBON AIR PURIFIERS MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.1.2. By Volume

8.2. Market Share & Forecast

8.2.1. By Sales Channel Market Share Analysis

9. PRICING ANALYSIS

10. MARKET DYNAMICS

10.1. Drivers

10.1.1. Rapid Industrialization

10.1.2. Increasing Constructional Activities

10.1.3. Rising Transportation

10.2. Challenges

10.2.1. High Prices

10.2.2. Need for Maintenance

11. IMPACT OF COVID-19 ON VIETNAM AIR PURIFIERS MARKET

11.1. Impact Assessment Model

11.1.1. Key Segments Impacted

11.1.2. Key Regions Impacted

11.1.3. Key Distribution Channel Impacted

12. MARKET TRENDS & DEVELOPMENTS

12.1. Technology Advancement

12.2. Increasing Demand from Residential Sector

12.3. Rising Health Awareness Among Consumers

12.4. Shifting Demand towards Premium Products

12.5. Rising Concerns Regarding Degrading Air Quality

13. IMPORT/ EXPORT ANALYSIS

13.1. Top 5 Exporting Countries

13.1.1. By Value

13.2. Top 5 importing Countries

13.2.1. By Value

14. PORTER'S FIVE FORCES MODEL

- 14.1. Competitive Rivalry
- 14.2. Bargaining Power of Buyers
- 14.3. Bargaining Power of Suppliers
- 14.4. Threat of New Entrants
- 14.5. Threat of Substitutes

15. SWOT ANALYSIS

- 15.1. Strengths
- 15.2. Weaknesses
- 15.3. Opportunities
- 15.4. Threats

16. POLICY & REGULATORY LANDSCAPE

17. VIETNAM ECONOMIC PROFILE

18. COMPETITIVE LANDSCAPE

- 18.1. Company Profiles
 - 18.1.1. Sharp Vietnam Electronics Co. Ltd.
 - 18.1.1.1. Company Details
 - 18.1.1.2. Product & Services
 - 18.1.1.3. Financials (As Reported)
 - 18.1.1.4. Key market Focus & Geographical Presence
 - 18.1.1.5. Recent Developments
 - 18.1.1.6. Key Management Personnel
 - 18.1.2. Panasonic Vietnam Co., Ltd.
 - 18.1.2.1. Company Details
 - 18.1.2.2. Product & Services
 - 18.1.2.3. Financials (As Reported)
 - 18.1.2.4. Key market Focus & Geographical Presence
 - 18.1.2.5. Recent Developments
 - 18.1.2.6. Key Management Personnel
 - 18.1.3. Daikin Air Conditioning Vietnam JSC

- 18.1.3.1. Company Details
- 18.1.3.2. Product & Services
- 18.1.3.3. Financials (As Reported)
- 18.1.3.4. Key market Focus & Geographical Presence
- 18.1.3.5. Recent Developments
- 18.1.3.6. Key Management Personnel
- 18.1.4. Hitachi Home Electronics Vietnam Co. Ltd.
 - 18.1.4.1. Company Details
 - 18.1.4.2. Product & Services
 - 18.1.4.3. Financials (As Reported)
 - 18.1.4.4. Key market Focus & Geographical Presence
 - 18.1.4.5. Recent Developments
 - 18.1.4.6. Key Management Personnel
- 18.1.5. Carpa Vietnam Trade Joint Stock Company (Coway)
 - 18.1.5.1. Company Details
 - 18.1.5.2. Product & Services
 - 18.1.5.3. Financials (As Reported)
 - 18.1.5.4. Key market Focus & Geographical Presence
 - 18.1.5.5. Recent Developments
 - 18.1.5.6. Key Management Personnel
- 18.1.6. Blueair AB
 - 18.1.6.1. Company Details
 - 18.1.6.2. Product & Services
 - 18.1.6.3. Financials (As Reported)
 - 18.1.6.4. Key market Focus & Geographical Presence
 - 18.1.6.5. Recent Developments
 - 18.1.6.6. Key Management Personnel
- 18.1.7. A.O. Smith Vietnam Company Limited
 - 18.1.7.1. Company Details
 - 18.1.7.2. Product & Services
 - 18.1.7.3. Financials (As Reported)
 - 18.1.7.4. Key market Focus & Geographical Presence
 - 18.1.7.5. Recent Developments
 - 18.1.7.6. Key Management Personnel
- 18.1.8. Electrolux Vietnam Ltd.
 - 18.1.8.1. Company Details
 - 18.1.8.2. Product & Services
 - 18.1.8.3. Financials (As Reported)
 - 18.1.8.4. Key market Focus & Geographical Presence

- 18.1.8.5. Recent Developments
- 18.1.8.6. Key Management Personnel
- 18.1.9. Honeywell (Vietnam) Company Limited
 - 18.1.9.1. Company Details
 - 18.1.9.2. Product & Services
 - 18.1.9.3. Financials (As Reported)
 - 18.1.9.4. Key market Focus & Geographical Presence
 - 18.1.9.5. Recent Developments
 - 18.1.9.6. Key Management Personnel
- 18.1.10. Samsung Electronics Vietnam Co., Ltd
 - 18.1.10.1. Company Details
 - 18.1.10.2. Product & Services
 - 18.1.10.3. Financials (As Reported)
 - 18.1.10.4. Key market Focus & Geographical Presence
 - 18.1.10.5. Recent Developments
 - 18.1.10.6. Key Management Personnel

19. STRATEGIC RECOMMENDATIONS/ACTION PLAN

- 19.1. Key Focus Areas
- 19.2. Target Regions & Countries
- 19.3. Target Filter Type
- 19.4. Target Sales Channel

20. ABOUT US & DISCLAIMER

(Note: The companies list can be customized based on the client requirements.)

I would like to order

Product name: Vietnam Air Purifiers Market By Filter Type (HEPA, Prefilter + HEPA, Prefilter + HEPA + Activated Carbon, and Others (HEPA + Ionizer, Prefilter + Activated Carbon, Prefilter)),
By Price Range (Low, Medium, High), By Sales Channel (General Trade, Modern Trade)),
By Region, Competition, Forecast & Opportunities, 2030F

Product link: <https://marketpublishers.com/r/V5E1141EAF26EN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/V5E1141EAF26EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970