

Vietnam Air Purifiers Market, By Filter Type (Prefilter + HEPA + Activated Carbon, Prefilter + HEPA and HEPA and Other Air Purifiers), By Price Segment (Low, Medium, High), By Sales Channel (General Trade and Modern Trade), By Region, Competition, Forecast & Opportunities, 2011 – 2030

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Abstracts

Vietnam air purifiers market stood at USD 38.05 Million in 2019 and is forecast to reach USD 160.05 Million by 2030. Anticipated growth in the market can be attributed to rising concerns towards constantly degrading air quality across the country owing to rising construction activities, rapid industrialization and growing number of vehicles. Air purifiers are being increasingly used to filter contaminants and particulate matter present in the air. Consequently, growing concerns regarding the harmful effects of air pollution on health are expected to boost demand for air purifiers in the country during forecast period.

Vietnam air purifier market can be segregated based on filter type, price segment and sales channel. In terms of filter type, market can be segregated into prefilter + HEPA + activated carbon, prefilter + HEPA, HEPA and other air purifiers. Out of these, Prefilter + HEPA + activated carbon led the market in 2019 with share of 45.23% and the segment is anticipated to continue dominance until 2030 as these purifiers have no side-effects on human health and provide highly efficient air purification with HEPA filters removing dust as well as particulate matters and activated carbon filters facilitating odor removal.

Leading companies operating in the Vietnam air purifier market include Sharp Electronics (Vietnam) Company Limited, 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, Hop Phat Medical Equipment Import & Export Joint Company (Beurer), Samsung Electronics Vietnam Co., Ltd, AB Electrolux and Honeywell International Inc. Air purifier companies are working on cost-effective technologies to make air purifier more affordable. For instance, Honeywell provides air purifiers with Pre-filter, HEPA and HiSiv filter, which takes in the air from sides and bottom and releases the pure air from the top. Sharp also came up with air purifiers that both clean the air and catch mosquitoes, which also save the cost of mosquito sprays. Such technological advancements are gaining momentum in Vietnam.

Years considered for this report:

Historical Years: 2011-2018

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2021-2030

Objective of the Study:

To analyze and forecast Vietnam air purifiers market size.

To define, classify and forecast Vietnam air purifiers market on the basis of filter type, regional distribution and company.

To scrutinize the detailed market segmentation and forecast the market size on the basis of region by segmenting Vietnam air purifiers market into four regions, namely, North Vietnam, South Vietnam and Central Vietnam.

To identify tailwinds and headwinds for Vietnam air purifiers market.

To strategically profile leading players operating in Vietnam air purifiers market.

TechSci Research performed primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of air purifier companies in Vietnam.

Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research was able to include companies that could not be identified due to the limitations of secondary research. TechSci Research analyzed product offerings, end user, and regional presence of all major air purifier suppliers across Vietnam.

TechSci Research calculated Vietnam air purifier market size using a bottom-up approach, wherein manufacturers' value sales data for different filter type was recorded as well as forecast for the future years. Secondary sources such as Company Annual Reports, Vietnam National Administration of Tourism, Vietnam Automobile Manufacturers Association, World Bank, Press Releases, Industry Magazines, Industry Reports, News Dailies, Credible Paid Databases, Proprietary Databases, etc., were also studied by TechSci Research.

Key Target Audience:

Air purifier manufacturers, suppliers and end users

Research organizations and consulting companies

Associations, organizations and alliances related to air purifiers

Government bodies such as regulating authorities and policy makers

The study is useful in providing answers to several critical questions that are important for industry stakeholders, such as air purifier manufacturers, distributors, dealers and policy makers. The study would also help them in deciding which market segments should be targeted over the coming years in order to strategize investments and capitalize on growth of the market.

Report Scope:

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

Market, by Filter Type:

Prefilter + HEPA + Activated Carbon

Prefilter + HEPA

HEPA

Others

Market, by Price Segment:

Low

Medium

High

Market, by Sales Channel:

General Trade

Modern Trade

Market, by Region:

North Vietnam

South Vietnam

Central Vietnam

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Vietnam air purifiers market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to the

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

company's specific needs. The following customization options are available for the report:

Channel Partner Analysis

Detailed list of distributors and dealers across the country.

Company Information

Detailed analysis and profiling of additional market players (up to five).

Product Information

Detailed analysis of new products and their driving forces in the market.

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