APAC Air Purifiers Market, By Technology, Coverage Area, Application, Country Forecast & Analysis (2015-2022)

Description: APAC Air Purifiers Market, By Technology (HEPA, Activated Carbon, Ion & Ozone, ESP), Coverage Area (100-200, 200-400, >400 sq ft), Application (Residential & Commercial), Country (China, India, Japan, South Korea) Forecast & Analysis (2015-2022)

APAC air purifier market is expected to reach about $19.02 billion by the end of 2015 in terms of revenue. This is attributed to the increasing health hazards and air pollution caused in major countries in APAC. China, India, South Korea, Malaysia, Japan and Indonesia contributes to the rising demand owing to increasing air pollution, smog formation, yellow smog, grey air formed due to huge coal fired power plants, industries and manufacturing plants in the region.

China, Japan, South Korea & India are the most significant air purifiers markets in Asia-Pacific. Major developments have taken place in these countries owing to alarming growth of air pollution in the country. Singapore, Malaysia, Indonesia and Philippines have also witnessed poor air quality in the past year. Deteriorating air quality results into smog and haze formation leading to reduced visibility and respiratory disorders in the region.

Air purifiers are defined as devices which are used for the purification of contaminants and particulate matters present in the air. These contaminants are present in the indoor atmosphere in the form of Total Volatile Organic Compounds (TVOCs), particulate matter (PM) with particle size 2.5-10µm, smoke, dust, harmful chemicals, and gases. This air can also be affected by the outdoor atmosphere which contains contaminants such as pollen grains, TVOCs, harmful gases, and emissions. PM-2.5 is a mixture of solid and liquid particles suspended in the air. It remains the most harmful contaminant present in air due to its capability to affect the lungs, which can lead to a number of long term respiratory disorders, alongside allergies and infections.

In this report, the market for air purifiers is comprehensively studied, mainly focusing on the APAC region to understand the market drivers, opportunities, and the recent trends affecting consumer behavior and overall sales of air purifiers. Major drivers for the growth of air purifier market in APAC include: the deteriorating quality of ambient air, adoption of products by the expat population, and the mounting concern for spreading awareness about health hazards caused by air pollution. However, the knowledge gap remains a challenge for the consumers and manufacturers.

The report also focuses on the revenue generation of the air purifier market and unit shipment for HEPA, Activated Carbons, Ion & Ozone Filters, Electrostatic Precipitators and many others for China, Japan, India, South Korea, and other APAC countries. In addition to this, the report estimates the overall revenue generation through air purifiers used for different sized rooms for residential and commercial purposes. Moreover, a comprehensive study of the competition landscape, key player profiles, and market share is compiled for the APAC market for air purifiers.

Contents:

1 REPORT OVERVIEW
1.1 REPORT SCOPE & COVERAGE
1.2 RESEARCH METHODOLOGY
1.2.1 ASSUMPTIONS & LIMITATIONS
1.2.2 Key Data Point Sources
1.3 REPORT DESCRIPTION

2 EXECUTIVE SUMMARY
2.1. APAC Market Scenario

3 MARKET OVERVIEW
3.1. Product & Market Overview
3.2. Air Pollution
4 MARKET DYNAMICS
4.1. Drivers
4.2. Challenges
4.3. Opportunities
4.4. Trends

5 APAC AIR PURIFIER MARKET
5.1. Pricing Analysis
5.2 APAC AIR PURIFIER MARKET, BY TECHNOLOGY
5.2.1 Introduction
5.2.2 APAC Air Purifier Market, By Technology
5.2.3 HEPA
5.2.4 Ion & Ozone Generator
5.2.5 Electrostatic Precipitator & Activated Carbon
5.2.6 Recent Developments
5.2.7 Advancements in Technology

5.2 APAC AIR PURIFIER MARKET, BY TECHNOLOGY
5.2.2 Introduction
5.2.3 APAC Air Purifier Market, By Technology
5.2.4 HEPA
5.2.5 Ion & Ozone Generator
5.2.6 Electrostatic Precipitator & Activated Carbon
5.2.7 Recent Developments
5.2.8 Advancements in Technology

6 APAC AIR PURIFIER MARKET, BY COVERAGE AREA
6.1 Introduction
6.2 APAC Air Purifier Market, By Coverage Area

7 APAC AIR PURIFIER MARKET, BY APPLICATION
7.1 Introduction
7.2 Commercial
7.3 Residential
7.4 APAC Air Purifier Market, By Application
7.5 APAC Air Purifier Market, By Application
7.6 APAC Air Purifier Market, By Commercial Application
7.7 Application Developments
7.8 Commercial Market Trends

8 APAC AIR PURIFIER MARKET, BY COUNTRY
8.1 Introduction
8.2 Market Scenario
8.3. Introduction
8.4. Market Scenario
8.5. Air Quality Index
8.6. APAC Air Purifier Market Analysis
8.7. China Air Purifier Market
8.8. China Market Trends
8.9. China: Air Purifier Market Scenario
8.10. China: Air Purifier Market Analysis
8.11. China: Air Purifier Market, By Technology
8.12. China: Air Purifier Market, By Coverage Area
8.13. China: Air Purifier Market, By Application
8.15. India: Air Purifier Market Scenario
8.16. India: Air Purifier Market
8.17. India: Air Purifier Market, By Technology
8.18. India: Air Purifier Market, By Coverage Area
8.19. India: Air Purifier Market, By Application
8.20. India: Air Purifier Market, By Commercial Application
8.21. India Market Trends
8.22. Japan: Air Purifier Market Scenario
8.23. Japan: Air Purifier Market
8.24. Japan: Air Purifier Market, By Technology
8.25. Japan: Air Purifier Market, By Coverage Area
8.27. Japan: Air Purifier Market, By Commercial Application
8.28. South Korea: Air Purifier Market Scenario
8.29. South Korea: Air Purifier Market
8.30. South Korea: Air Purifier Market, By Technology
8.31. South Korea: Air Purifier Market, By Coverage Area
8.32. South Korea: Air Purifier Market, By Application
8.33. South Korea: Air Purifier Market, By Commercial Application
8.34. APAC Air Purifier Market Developments

9 COMPETITIVE LANDSCAPE
9.1. Koninklijke Philips NV
9.2. Panasonic Corporation
9.3. Sharp Corporation
9.4. Honeywell International Inc.
9.5. Midea Group Co. Ltd.
9.6. Blueair AB
9.7. Other Key Players

10 Appendix

List of Figures
1. APAC Air Purifier Market, By Value
2. APAC Air Purifier Market, By Volume
3. APAC Air Purifier Market CAGR, 2015-2022 (%)
4. APAC Air Purifier Market Share, By Technology, 2015 (%)
5. APAC Air Purifier Market Share, By End-User, 2015 (%)
6. APAC Air Purifier Market Share, By Coverage Area (Units), 2015 (%)
7. Significant Deterioration Of Air Quality Leading To Several Respiratory Disorders
8. Growing Health Awareness Through Various Channels
9. Shift From Expatriate To Mainstream Market
10. Favorable Logistics And Distribution Channel
11. Increasing Disposable Income
12. Knowledge Gap About Air Purifiers
13. Huge Base Of Regional Players
14. Increasing Adoption Of Air Purifiers In Hotels, Restaurants, Hospitals, Homes & Offices
15. Technology To Curb Frequently Occurring Air-Borne Diseases
16. Integrated Filter Technologies
17. New And Emerging Revenue Pockets
18. Silent Bedroom Air Purifiers
19. Internet Connected Air Purifier/ Smart Air Purifier
20. Demand For Low Cost & Application Specific Air Purifiers
21. Advancements In Hepa Technologies
22. Asp Of Air Purifiers, By Coverage Area
23. Asp Of Air Purifiers, By Country
24. APAC Air Purifier Market Value, By Technology, 2014-2022 ($Million)
25. Country Wise Air Purifier Market Share, By Technology, 2015 (%)
26. Vitashield Technology
27. Plasma Cluster Ion Technology
28. Ozone Generator Technology
29. Nanoe Technology
30. Hepa Silent Technology
31. APAC Air Purifier Market Value, By Coverage Area ($Million), 2014-2022
32. APAC Air Purifier Market Volume, By Coverage Area (000'units), 2014-2022
33. APAC Air Purifier Market Value, By Application, 2014-2022 ($Million)
34. APAC Air Purifier Market Share In Terms Of Value, By Application
35. APAC Air Purifier Market Volume By Application, 2014-2022 (Ooo' Units)
36. APAC Air Purifier Market Share In Terms Of Volume, By Application
37. APAC Air Purifier Market Value By Commercial Application, 2014-2022 ($Million)
38. APAC Air Purifier Market Scenario, By Country, 2014-2022 ($Million)
39. APAC Air Quality Analysis, By Country
40. APAC Air Purifier Market, By Value, 2014-2022 ($Million)
41. APAC Air Purifier Market, By Volume, 2014-2022 (000' Units)
42. China Air Purifier Market, By Value, 2015 -2022 ($Million)
43. China Air Purifier Market, By Volume, 2015 -2022 (000' Units)
46. China: Air Purifier Market, By Volume, 2014-2022 (000' Units)
48. China Air Purifier Market Value, By Coverage Area ($Million)
49. China Air Purifier Market Volume, By Coverage Area (000' units)
51. China: Air Purifier Market Volume, By Application, 2014-2022 (000' Units)
53. India Air Purifier Market, By Value, 2015 -2022 ($Million)
54. India Air Purifier Market, By Volume, 2015 -2022 (000' Units)
55. India Air Purifier Market Value, By Technology (2015)
56. India Air Purifier Market, By Value, 2014-2022 ($Million)
57. India Air Purifier Market, By Volume, 2014-2022 (000' Units)
58. India Air Purifier Market Value, By Technology, 2014-2022 ($Million)
59. India Air Purifier Market Value, By Coverage Area ($Million)
60. India Air Purifier Market Volume, By Coverage Area (000' units)
61. India Air Purifier Market Value, By Application, 2014-2022 ($Million)
62. India Air Purifier Market Volume, By Application, 2014-2022 (000' Units)
63. India Air Purifier Market Value, By Commercial Application, 2014-2022 ($Million)
64. Japan Air Purifier Market, By Value, 2015 -2022 ($Million)
65. Japan Air Purifier Market, By Volume, 2015 -2022 (000' Units)
67. Japan Air Purifier Market, By Value, 2014-2022 ($Million)
68. Japan Air Purifier Market, By Volume, 2014-2022 (000' Units)
69. Japan Air Purifier Market Value, By Technology, 2014-2022 ($Million)
70. Japan Air Purifier Market Value, By Coverage Area ($Million)
71. Japan Air Purifier Market Volume, By Coverage Area (000' units)
72. Japan Air Purifier Market Value, By Application, 2014-2022 ($Million)
73. Japan Air Purifier Market Volume, By Application, 2014-2022 (000' Units)
74. Japan Air Purifier Market Value, By Commercial Application, 2014-2022 ($Million)
75. South Korea Air Purifier Market, By Value, 2015 -2022 ($Million)
76. South Korea Air Purifier Market, By Volume, 2015 -2022 (000' Units)
77. South Korea Air Purifier Market Value, By Technology (2015)
78. South Korea Air Purifier Market, By Value, 2014-2022 ($Million)
79. South Korea Air Purifier Market, By Volume, 2014-2022 (000' Units)
80. South Korea Air Purifier Market Value, By Technology, 2014-2022 ($Million)
81. South Korea Air Purifier Market Value, By Coverage Area ($Million)
82. South Korea Air Purifier Market Volume, By Coverage Area (000' units)
83. South Korea Air Purifier Market Value, By Application, 2014-2022 ($Million)
84. South Korea Air Purifier Market Volume, By Application, 2014-2022 (000' Units)
85. South Korea Air Purifier Market Value, By Commercial Application, 2014-2022 ($Million)
86. APAC Air Purifiers Market Share, By Company

List of Tables
1. Ion & Ozone Generators Air Purifiers Manufacturer
2. China Air Purifier Market, 2015

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