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.

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