

Global Portable Air Purifier Market Report and Forecast 2023-2028

Market Report | 2023-08-28 | 190 pages | EMR Inc.

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Report description:

Global Portable Air Purifier Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the global portable air purifier market reached a value of USD 7.5 million in 2022. Aided by the growing cognisance about indoor pollution and an ever-increasing demand for mobility and convenience, the market is projected to further grow at a CAGR of 7% between 2023 and 2028 to reach a value of USD 10.8 million by 2028.

Portable air purifiers, as the name suggests, are compact, mobile devices adept at removing contaminants, allergens, and pollutants from the air. These devices are a boon, especially for urban dwellers, as they facilitate clean air intake irrespective of one's location. The devices typically employ advanced filtration techniques, such as High-Efficiency Particulate Air (HEPA) filters, activated carbon filters, or ultraviolet (UV) lights, to purify the surrounding air.

A pivotal force invigorating the global portable air purifier market growth is the burgeoning understanding of indoor air quality's significance. As research consistently links poor air quality to an array of health issues, ranging from allergies to more severe respiratory disorders, consumers are increasingly veering towards solutions that promise cleaner air within their immediate surroundings. Portable air purifiers, with their promise of delivering clean air on-the-go, have consequently witnessed a surge in demand.

Adding to this is the global urban populace's evolving lifestyle. In an era characterised by mobility and compact living, the appeal of devices that can seamlessly fit into varied environments - be it homes, offices, or even travel destinations - is palpable. The versatility of portable air purifiers, coupled with their efficacy, makes them an ideal companion for the modern urbanite.

Technological advancements have further augmented the portable air purifier market expansion. With innovations like smart sensors, real-time air quality indicators, and integration with smartphones or smart home systems, these purifiers have transitioned from being mere air cleaners to smart devices enhancing user convenience and experience.

Another factor boosting the portable air purifier market share is the global health landscape. With the world becoming more health-conscious and the recent global health crises emphasising the importance of air hygiene, there's a notable uptick in the demand for portable solutions that can ensure cleaner air, reducing the risk of airborne diseases.

Furthermore, the burgeoning trend of holistic well-being and the pursuit of wellness lifestyles have fostered the market growth. In

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today's age, where mental and physical wellness is intertwined with environmental factors, ensuring optimal air quality becomes paramount. This has further boosted the appeal of portable air purifiers among the health-conscious demographic.

In parallel to individual health concerns, the discourse on environmental sustainability is also shaping the portable air purifier market size. As concerns about pollution, both outdoor and indoor, gain traction, there's a heightened emphasis on individual responsibility towards ensuring cleaner air. Herein, the portable air purifier emerges not just as a device for personal benefit but also as an emblem of environmental cognisance.

Market Segmentation

The market can be divided based on type, technique, distribution channel, and region.

Market Breakup by Type

- Dust Collectors
- Fume and Smoke Collectors
- Others

Market Breakup by Technique

- High-Efficiency Particulate Air Filter (HEPA)
- Activated Carbon Filtration
- Others

Market Breakup by Distribution Channel

- Hypermarkets and Supermarkets
- Convenience Stores
- Online Stores
- Others

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the global portable air purifier market. Some of the major players explored in the report by Expert Market Research are as follows:

- Austin Air Systems Limited
- Coway Co., Ltd
- Dyson Limited
- Honeywell International Inc.
- Panasonic Corporation
- Others

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