

India Air Purifier Market Report and Forecast 2024-2032

Market Report | 2023-12-20 | 224 pages | EMR Inc.

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Report description:

India Air Purifier Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the India air purifier market is projected to grow at a CAGR of 18.9% between 2024 and 2032. Aided by the growing concerns over air quality, heightened awareness about health implications, and increasing urbanisation, the market is expected to grow significantly by 2032.

Air purifiers are devices designed to eliminate contaminants from the air in indoor spaces, enhancing air quality and providing protection against harmful pollutants. These appliances have become particularly relevant in India due to the escalating levels of air pollution in major cities, often marked by high PM2.5 and PM10 concentrations.

The mounting awareness of health hazards related to air pollution has been a significant catalyst driving the India air purifier market growth. Respiratory ailments, allergies, and other health conditions are being increasingly attributed to polluted air, especially in metropolitan areas like Delhi, Mumbai, and Bangalore. As a result, urban residents, especially those from the middle and upper-middle-class segments, are showing a growing inclination towards installing air purifiers in their homes and workplaces. Furthermore, the proliferation of smart homes and increasing disposable incomes have led to a surge in demand for advanced, IoT-enabled air purifiers, propelling the India air purifier market demand. These next-gen devices, which can be controlled via smartphones and integrated with home automation systems, represent the evolving consumer preferences focused on both health and convenience.

The construction and real estate sectors also play a pivotal role in the market. As new residential and commercial properties are developed, there's an increasing emphasis on ensuring better indoor air quality. As per the India air purifier market analysis, many modern buildings now come equipped with built-in air purification systems, exemplifying the shift towards healthier living spaces. The expanding retail sector in India has further facilitated the growth of the market. With the rise of specialty stores and e-commerce platforms, consumers have easier access to a wide range of air purifiers, complete with reviews, ratings, and competitive pricing. This has not only increased product visibility but has also intensified market competition, leading to better products at more affordable price points, and further increasing the India air purifier market size.

Market Segmentation □

The market can be divided based on mounting type, technology, application, and region.

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Market Breakup by Mounting Type

- Fixed
- Portable

Market Breakup by Technology

- High-Efficiency Particulate Air (HEPA)
- Activated Carbon
- Ionic Filters
- Others

Market Breakup by Application

- Commercial
- Residential
- Industrial

Market Breakup by Region

- North Region
- East and Central Region
- West Region
- South Region

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 India air purifier market. Some of the major players explored in the report by Expert Market Research are as follows:

- Dyson Group
- Koninklijke Philips N.V.
- Daikin Industries Ltd.
- Panasonic Corporation
- Xiaomi Group
- Eureka Forbes Ltd
- LG Electronics, Inc
- Haier Group
- Blueair, Inc.
- KENT RO Systems Ltd
- Others

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