

Portable Air Purifier Market Report and Forecast 2025-2034

Market Report | 2025-08-11 | 161 pages | EMR Inc.

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Report description:

The global portable air purifier market attained a value of about USD 13188.26 Million in 2024. The market is further expected to grow in the forecast period of 2025-2034 at a CAGR of 11.50% to reach nearly USD 39168.43 Million by 2034.

Rising Demand for Portable Air Purifiers with HVAC System Boosting the Market Growth

The use of HAVC systems to decontaminate airborne particles in the healthcare sector is aiding the market growth. The cost-effectiveness of portable air purifier is increasing its demand among the emerging middle class. The surging pollution levels in both developing and developed countries is increasing the use of portable air purifiers to enhance comfortability and ventilation in enclosed spaces. For instance, the Environmental Protection Agency (EPA) of the United States recommends the use of portable air purifiers with HVAC systems in areas without adequate ventilation. The rising popularity of smart HVAC portable air purifiers that can automate purification as per requirement is propelling the market growth for portable air purifier.

The deteriorating air quality index in countries such as India and Indonesia, along with the inflating disposable income and rising standard of living, is surging the demand for portable air purifiers, hence propelling the market growth. Moreover, the rising popularity of compact size portable air purifiers such as the size of a travel mug is increasing the accessibility of air purifier for outdoor spaces, which is providing impetus to the market growth. The development of portable air purifiers that can display air quality, humidity, and temperature, is expected to aid the market growth. The development of portable air purifiers which are wearable is augmenting the industry growth. For instance, LG Electronics introduced PuriCare Wearable Air Purifier, which supplies fresh, clean air both indoors and outdoors in August 2020.

Portable Air Purifier: Market Segmentation

A portable air purifier is a transportable air purifier that is used to eradicate pollutants and microbes from the air to improve its

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quality. It is crucial in reducing airborne particles that can lead to various health adversaries while improving sleep quality and enhancing life expectancy.

The major types of portable air purifier are:

- Dust Collectors
- Fume and Smoke Collectors
- Others

The market can be broadly categorised on the basis of its techniques into:

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

Based on distribution channel, the market is divided into:

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

The EMR report looks into the regional markets of portable air purifier like:

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

Development of Innovative and Sustainable Portable Air Purifiers to Bolster the Portable Air Purifier Industry

The increasing prevalence of various allergies, such as pollen allergies, is increasing the demand for portable air purifiers. The development of sustainable portable air purifiers with low energy profiles as well as environmentally friendly hardware is increasing their use among environmentally conscious consumers. Various innovations to enhance air purification properties and designs of portable air purifiers are further propelling the market growth. The deployment of plasma technology to remove pollutants from the air to capture in the purifier while reducing the risk of contamination on surfaces is projected to propel the market growth. In addition, air purifiers that use naturally occurring enzymes and biotics to eliminate pollutants while reducing the waste of various components such as filters are being developed. This is increasing the use of portable air purifiers, therefore propelling the market growth.

The COVID-19 pandemic is revolutionising the portable air purifier industry as the demand for air purifiers witnessed exponential growth. The integration of disinfecting technologies such as UV light technology to eliminate the novel airborne virus is invigorating the market growth. The increasing research regarding the efficiency of high efficiency particulate air (HEPA) portable air purifiers to eradicate contaminants from indoor air is surging their demand. The consequent outbreak of the virus after the reopening of schools, offices, and universities is increasing the deployment of portable air purifiers in enclosed spaces, which is anticipated to augment the market growth. The risk of second and third waves of the fatal pandemic can surge the demand for

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portable air purifiers and significantly contribute to the industry growth.

Key Industry Players in the Global Portable Air Purifier Market

The report presents a detailed analysis of the following key players in the global portable air purifier market, looking into their capacity, market shares, and latest developments like capacity expansions, plant turnarounds, and mergers and acquisitions:

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

The comprehensive report looks into the macro and micro aspects of the industry. The EMR report gives an in-depth insight into the market by providing a SWOT analysis as well as an analysis of Porter's Five Forces model.

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