

## **Air Purifier - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-08-01 | 125 pages | Mordor Intelligence

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### **Report description:**

Air Purifier Market Analysis

The Air Purifier Market size is estimated at USD 18.5 billion in 2025, and is expected to reach USD 27.06 billion by 2030, at a CAGR of 7.90% during the forecast period (2025-2030).

Demand has shifted from wellness-oriented purchases to critical infrastructure spending in homes, offices, hospitals, and semiconductor cleanrooms as users prioritize respiratory health, energy-efficient buildings, and production quality. Technology spillovers from ultra-clean semiconductor fabs, rising urban pollution alerts, and intensifying post-pandemic awareness keep the air purifier market on a steady expansion path. Regional growth remains most pronounced in Asia-Pacific thanks to public subsidies in India, urban consumer sentiment in China, and stringent air-quality mandates in Japan and South Korea. Parallel momentum comes from smart-home adoption in North America and Europe, where connected devices unlock new margins without sacrificing volume at the mass-market tier.

Global Air Purifier Market Trends and Insights

Post-COVID health-centric device adoption in East Asian metros

Household surveys indicate that 62% of families in large Chinese cities now view air purifiers as essential goods rather than discretionary items. Convergence of particulate-control needs with heightened pathogen concerns drives multi-stage solutions

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that blend HEPA with UV-C or photocatalytic oxidation. South Korean analyses for 2025 show a direct correlation between ambient PM2.5 peaks and weekly purifier sales spikes, underscoring the behavioral pivot toward indoor protection. As smart-home penetration in the region nears 75%, connected units gain preference for real-time air-quality feedback and automated operation.

Stricter PM2.5 commercial real-estate standards in North America (LEED v4.1)

The proposed revision of the US annual PM2.5 standard to 9-10  $\mu\text{g}/\text{m}^3$  pressures building owners to install active purification that supplements MERV-rated HVAC filters. Field studies of 37 urban offices show that centralized ventilation alone falls short of emerging thresholds, prompting uptake of portable or in-duct purifiers that log particulate levels for certification audits. These compliance imperatives sustain institutional demand well beyond cyclical consumer trends.

Ozone-emission restrictions on ionizers in California & Japan

California forbids air cleaner that releases more than 0.050 ppm ozone, effectively sidelining ionizer-centric products. Japan enforces multi-pollutant indoor guidelines that create similar hurdles. Manufacturers must redesign platforms around UV-C or photocatalytic stages, lifting R&D expenditure and elongating launch cycles.

Other drivers and restraints analyzed in the detailed report include:

Semiconductor clean-room capacity build-out in the United States & South Korea / Smart-home integration pull for connected purifiers in Europe & United States / High filter-replacement cost sensitivity in ASEAN mass market /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

HEPA maintained a 69% air purifier market share in 2024, yet emerging UV-C and photocatalytic products are expected to expand at 9.5% annually through 2030. Multi-stage hybrids pair particulate capture with germicidal light, creating differentiated offerings for health-conscious buyers. Innovations unveiled at the International Ultraviolet Association conference reveal UV-C LEDs that cut power draw without sacrificing virus inactivation. Photocatalytic systems leverage titanium dioxide coatings to oxidize volatile organics, though regulators keep watch on potential by-products. As these hybrid systems scale, the air purifier market size for advanced filtration solutions is projected to climb with next-generation health standards. A premium tier emerges where medical-grade performance becomes the norm, pushing down per-unit margins in basic HEPA lines but raising the total revenue pool at the high end.

Thanks to plug-and-play convenience and visible operation feedback, portable devices accounted for 81% of the air purifier market in 2024. Energy models show room-level purifiers meet CDC clean-air targets with less power than full HVAC overhauls. Commercial renovations, however, increasingly favor in-duct solutions that tuck neatly into existing ventilation paths and reduce floor-space clutter. Centralized systems are advancing at an 8.6% CAGR to 2030, reinforced by stricter commercial building codes. The air purifier market size for centralized installations will likely approach parity with portable volume in new builds, though replacement cycles keep portable demand resilient in mature housing stock.

The Air Purifier Market Report is Segmented by Filtration Technology (HEPA, Activated Carbon, Ionic/Electrostatic Precipitators, UV-C and Photocatalytic Oxidation, and Hybrid and Multi-Stage Systems), Type (Stand-Alone and In-Duct), End User (Residential, Commercial, and Industrial), Connectivity (Non-Smart and Smart/IoT-Enabled ), and Geography (North America, Europe, Asia-Pacific, South America, and Middle East and Africa).

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## Geography Analysis

Asia-Pacific commanded 44% of global revenue in 2024 and is moving at a robust 9.1% CAGR to 2030. China's top-tier cities log penetration rates above 60% as national PM2.5 campaigns and consumer health apps keep air quality top of mind. India funds HEPA units for public schools through its National Clean Air Programme, injecting reliable public-sector volume while residential sales climb during winter haze episodes. Japan and South Korea now prioritize virus deactivation and smart-home integration, steering buyers toward hybrid UV-C platforms.

North America remains a large, tech-savvy arena. California's ozone limits cap ionizer sales but spurs safer technologies such as photocatalytic oxidation and advanced HEPA. The United States is home to the world's highest average selling prices, reflecting a strong uptake of app-driven models and corporate wellness investments in offices aiming for LEED v4.1. Canada follows similar patterns, but heating-season energy costs sharpen the focus on power-efficient designs.

Europe shows granular preferences. Nordic consumers value energy labels and silent modes, whereas Mediterranean buyers focus on allergens and wildfire smoke. EU directives on Nearly Zero Energy Buildings keep air-change rates low, increasing reliance on high-efficiency purifiers to offset tighter building envelopes. Growth in Eastern Europe trails Western Europe but picks up as urban smog triggers public awareness campaigns. In the Middle East and Africa, GCC hospitality megaprojects create pockets of premium demand, while broader uptake hinges on disposable income gains and cost-effective filter supply chains.

### List of Companies Covered in this Report:

Daikin Industries Ltd / Sharp Corporation / Dyson Ltd / Koninklijke Philips N.V. / LG Electronics Inc. / Panasonic Corporation / Whirlpool Corporation / Resideo Technologies Inc. / Samsung Electronics Co. Ltd / Xiaomi Corp. / Honeywell International Inc. / IQAir AG / Coway Co. Ltd / Winix Inc. / Blueair AB / AllerAir Industries Inc. / Airdog (IAQ Tech) / Austin Air Systems Ltd / Kent RO Systems Ltd / TruSens (ACCO Brands) / Medify Air LLC /

### Additional Benefits:

The market estimate (ME) sheet in Excel format /  
3 months of analyst support /

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