

# Smart Air Purifier Market Size is to Surpass US\$ 17.02 Bn by 2031 Due to Rising Awareness of Health Consciousness

*"Unveiling the Meteoric Rise of Smart Air Purifiers Amidst Growing Health Concerns and Technological Breakthroughs"*

AUSTIN, TX, UNITED STATES, March 14, 2024 /EINPresswire.com/ -- Smart Air Purifier Market Scope & Overview:

"SNS Insider states that, [The Smart Air Purifier Market](#) size was escalated at US\$ 6.90 Bn in 2023 and is predicted to reach over US\$ 17.02 Bn by 2031 with an emerging CAGR of 11.95% from 2024-2031."



Smart Air Purifier Market 2024

The Smart Air Purifier Market is experiencing rapid growth driven by a confluence of factors. With increasing awareness of indoor air pollution's health impacts, consumers are seeking

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The accelerating adoption of smart air purifiers as individuals prioritize clean indoor air for health and well-being, driving unprecedented growth in the market.”

*SNS Insider Research*

advanced solutions to safeguard their indoor environments. Smart air purifiers, equipped with cutting-edge technologies such as IoT connectivity, real-time air quality monitoring, and customizable purification settings, are meeting these demands. The COVID-19 pandemic has further accelerated market growth as people prioritize cleaner indoor air to reduce the risk of viral transmission. Additionally, the rise of smart homes and the integration of air purification systems into connected ecosystems contribute to market expansion. Technological advancements, coupled with affordability and accessibility

enhancements, are making smart air purifiers more appealing to a broader consumer base. As governments worldwide implement stricter regulations on indoor air quality and energy efficiency standards, the market is poised for sustained growth, with innovative solutions driving the industry forward into a healthier and more connected future.

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Major Players Listed in this Report are:

- Coway Co., Ltd
- Dyson Technology Limited
- Honeywell International Inc
- Levoit
- LG Electronics Inc
- Xiaomi Corporation
- Koninklijke Philips N.V
- Sharp Corporation
- Unilever PLC
- Winix Inc & Other Players

### Smart Air Purifier Market Key Growth Drivers

The Smart Air Purifier Market is experiencing significant growth driven by several key factors. Firstly, there's a growing awareness among consumers about the importance of indoor air quality and its impact on health. This awareness is leading to increased demand for advanced air purification solutions. Additionally, the incorporation of cutting-edge features such as IoT connectivity and real-time air quality monitoring is enhancing the appeal of smart air purifiers, making them more convenient and user-friendly. The COVID-19 pandemic has further accelerated this trend, with people prioritizing cleaner indoor air to reduce the risk of viral transmission. Furthermore, rapid urbanization and industrialization in emerging economies are contributing to rising pollution levels, driving the need for effective air purification solutions. Combined with evolving regulatory standards and incentives for sustainability, these factors are propelling the growth of the Smart Air Purifier Market, promising a healthier future for indoor environments.

### Key Influencing Factors of Smart Air Purifier Industry

- **Growing Awareness of Indoor Air Quality:** Increased awareness of the health risks associated with indoor air pollution drives demand for smart air purifiers. Consumers are becoming more conscious of allergens, pollutants, and volatile organic compounds (VOCs) present in indoor environments, leading to a greater emphasis on air purification technologies.
- **Technological Advancements:** Continuous innovation in smart air purifiers, including the integration of IoT capabilities, advanced sensors, and machine learning algorithms, enhances performance and user experience. Features such as real-time air quality monitoring, smart scheduling, and remote control via smartphones contribute to market growth by providing convenience and effectiveness.
- **Health Concerns and Pandemics:** The COVID-19 pandemic has heightened awareness of

airborne transmission of viruses and bacteria, driving demand for air purification solutions. Smart air purifiers equipped with HEPA filters and UV-C light sterilization systems offer effective defense against airborne pathogens, contributing to market growth.

- **Urbanization and Industrialization:** Rapid urbanization and industrialization lead to increased pollution levels in urban areas, necessitating air purification solutions. Smart air purifiers address this need by providing efficient filtration of indoor air, catering to the growing urban population's demand for cleaner environments.
- **Regulatory Standards and Incentives:** Stringent regulations and guidelines regarding indoor air quality and energy efficiency standards drive market growth. Governments worldwide are implementing measures to promote the adoption of air purification technologies, providing incentives and subsidies for eco-friendly and energy-efficient products.

## Segmentation Analysis

In terms of product type, dust collectors are driven by the increasing prevalence of indoor dust particles, while fume and smoke collectors cater to industries with high levels of airborne pollutants. Challenges include maintaining filter efficiency and addressing specific pollutants, but opportunities lie in customization for niche applications. Technique-wise, HEPA filtration benefits from its effectiveness in capturing allergens and fine particles, but challenges include high costs and maintenance. Activated carbon filtration faces opportunities in odor removal, while UV germicidal irradiation offers promise in sterilization. Residential end-users are driven by health consciousness and urbanization, presenting opportunities for compact and stylish designs. Commercial sectors seek efficient solutions for indoor air quality compliance, with opportunities in large-scale installations. Overall, while challenges such as cost and effectiveness persist, the Smart Air Purifier Market segments present diverse opportunities for innovation and market penetration, driven by evolving consumer needs and regulatory standards.

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### By Product Type

- Dust Collectors
- Fume and Smoke Collectors
- Others

### By Technique

- Activated Carbon Filtration
- High-efficiency Particulate Air (HEPA)
- Thermodynamic Sterilization System (TSS)
- Ultraviolet Germicidal Irradiation
- Ionizer Purifiers
- Others

## By End-User

- Residential
- Commercial
- Others

## Regional Analysis

The regional analysis of the Smart Air Purifier Market showcases a diverse landscape influenced by varying levels of urbanization, industrialization, and environmental concerns across different regions. In North America, stringent regulations and a high level of awareness about indoor air quality drive market growth, particularly in urban areas where pollution levels are elevated. Europe boasts a mature market with a focus on sustainability, leading to the adoption of eco-friendly air purification solutions. Meanwhile, the Asia-Pacific region emerges as a key growth engine, fueled by rapid urbanization, rising disposable incomes, and increasing health consciousness among consumers. Countries like China, India, and Japan witness significant demand for smart air purifiers, driven by deteriorating air quality and the growing adoption of smart home technologies. In Latin America and the Middle East & Africa, growing concerns about indoor air pollution and health risks drive market expansion, albeit at a slower pace compared to other regions. Overall, the regional analysis highlights the importance of understanding local dynamics and tailoring strategies to capitalize on the diverse opportunities present in the Smart Air Purifier Market across different regions.

## Impact of Recession on Smart Air Purifier Market Growth

During a recession, the Smart Air Purifier Market experiences a blend of challenges and opportunities. On one hand, economic downturns may lead to reduced consumer spending and investment in non-essential items, affecting the demand for smart air purifiers. Consumers may prioritize basic necessities over discretionary purchases like air purifiers, resulting in a temporary slowdown in market growth. Additionally, supply chain disruptions and decreased production levels could impact the availability of components and drive up manufacturing costs, further dampening market expansion. However, recessions also present opportunities for the smart air purifier market. Heightened awareness of health and hygiene, particularly in the wake of the COVID-19 pandemic, may drive increased demand for air purification solutions. As individuals spend more time indoors, the importance of clean indoor air becomes more pronounced, leading to a greater willingness to invest in smart air purifiers for improved indoor air quality. Moreover, advancements in technology and innovation may lead to the development of more affordable and efficient air purifiers, making them more accessible to a broader consumer base. Overall, while recessions pose challenges, they also spur innovation and adaptation, presenting opportunities for the smart air purifier market to evolve and grow amidst economic uncertainty.

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