

# Residential Air Purifier Market to Surge to USD\$8.43Billion by 2035, Fuelled by Urban Pollution and Health Awareness

*Residential air purifier market set for sustained growth as rising urban pollution, health concerns and smart filtration solutions drive global consumer demand.*

ROCKVILLE, MD , MD, UNITED STATES, June 24, 2025 /EINPresswire.com/ -- The global [residential air purifier market](#), currently valued at approximately USD\$4.56billion in 2025, is projected to almost double to USD\$8.43billion by 2035, representing a robust compound annual growth rate (CAGR) of about 6.3%.



Amid escalating urbanization and rising concerns over indoor air pollution and airborne health threats, consumer demand for home air purifiers is on a steep upward trajectory. Factors such as increasing construction activity, growing awareness of respiratory ailments, and greater consciousness about airborne virus transmission have been key catalysts driving adoption in densely populated regions.

In recent years, top players such as Daikin Industries, Dyson, Honeywell, Philips, and Sharp Corporation launched very energy-efficient, space-saving, and IoT-supported models to address demand in developed as well as emerging economies. Technological developments in HEPA filtration, UV-C sterilization, and smart connectivity are fuelling customer satisfaction and brand loyalty. Strategic partnerships between appliance and health-tech firms also boosted distribution reach.

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Key Takeaways from Market Study:

The global residential air purifier market is valued at approximately USD 4.56 billion in 2025 and is projected to reach USD 8.43 billion by 2035, growing at a CAGR of around 6.3% during the forecast period.

Some estimates suggest the broader air purifier market will grow from USD 23.7 billion in 2024 to USD 48.9 billion by 2034, registering a robust CAGR of 7.5%.

In North America, residential air purifier sales reached about USD 4.42 billion in 2023, and the market is expected to expand to USD 8.52 billion by 2033, reflecting a CAGR of 6.8%.

#### Leading Players Driving Innovation in the Residential Air Purifier Market:

Daikin Industries, Ltd., Sharp Home (Sharp Corporation), Honeywell International Inc., Panasonic Corporation, LG Electronics, Koninklijke Philips N.V., Dyson, Samsung Electronics, Whirlpool, Blueair (Unilever), Xiaomi Corporation, Coway Co., Ltd., Airmega (by Coway), Levoit (Vesync), Winix Inc., IQAir, Medify Air.

#### Key Growth Drivers:

**Rising Air Pollution and Urbanization:** Increasing urbanization, industrial expansion, and construction activities are intensifying air quality concerns. Consumers are increasingly investing in residential air purification systems to safeguard their health.

**Health Awareness and Allergy Concerns:** Growing public awareness about the adverse health effects of indoor air pollutants, including respiratory issues, asthma, and allergies, is driving demand for effective air purification solutions.

**Technological Advancements:** The market is witnessing the integration of smart features such as IoT connectivity, real-time air quality monitoring, and energy-efficient technologies, enhancing consumer appeal, especially in developed regions.

#### Regional Highlights:

**United States:** The U.S. market is expected to maintain robust growth at a 6.3% CAGR, supported by high disposable incomes, stringent indoor air quality regulations, and consumer preference for advanced technologies.

**India:** India's residential air purifier market is projected to expand rapidly at a 7.5% CAGR, driven by severe urban air pollution, increasing health awareness, and the growing affordability of purification systems.

**China:** With persistent smog issues in major cities, China is set to witness steady growth at a 6.7% CAGR during the forecast period.

**Europe:** Countries such as Germany, the U.K., France, and Italy are expected to experience

CAGRs ranging between 5.3% and 5.9%, supported by regulatory initiatives to improve indoor air quality and growing consumer consciousness.

South Korea, Japan, and Australia/New Zealand: These mature markets are forecast to grow at CAGRs of 6.0%, 5.8%, and 6.1%, respectively, fueled by a combination of tech-savvy consumers and ongoing concerns over air quality.

#### Product Segment Insights:

High-Efficiency Particulate Air (HEPA) purifiers dominate the market and are projected to grow at a 7.1% CAGR through 2035. Their proven efficiency in removing fine particulate matter, allergens, and airborne pathogens makes them the most preferred choice among residential users.

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#### More Valuable Insights on Offer:

Fact.MR, in its new offering, presents an unbiased analysis of the global residential air purifiers market, presenting historical data for 2020 to 2024 and forecast statistics for 2025 to 2035.

The residential air purifier market is segmented based on type, application, and region to better understand evolving consumer preferences and market dynamics. By type, the market includes standalone/portable air purifiers, which offer flexibility and ease of installation, and in-duct systems, which are integrated into HVAC systems to provide whole-house air purification solutions.

In terms of application, the market is categorized into various filtration technologies such as HEPA filters, known for their high efficiency in capturing fine particulates; activated carbon filters, which are effective in eliminating odors and gaseous pollutants; and ionic filters, which use electrically charged ions to capture airborne contaminants. Geographically, the market spans key regions including North America, Latin America, Europe, Asia Pacific, and the Middle East and Africa (MEA), each exhibiting unique trends driven by regional air quality concerns, regulatory standards, and consumer awareness levels.

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The global [air purifier market size](#) is projected to be valued at US\$ 23.72 billion in 2024 and is forecasted to grow to a size of US\$ 48.9 billion by the end of 2034. Worldwide sales of air purifiers are projected to rise at a noteworthy 7.5% CAGR over the next ten years (2024 to 2034).

The [U.S. air purifier market](#) accounts for a valuation of US\$ 3.7 billion in 2022 after expanding at

4.7% CAGR from 2017 to 2021. Sales of air purifiers in the United States are forecast to increase rapidly at 6.6% CAGR and reach a valuation of US\$ 6.7 billion by 2032.

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