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WILMINGTON, DE, UNITED STATES, October 8, 2025 /EINPresswire.com/ -- Allied Market Research has released a report titled, "Smart Air Purifiers Market by Product Type (Dust Collector, Fume & Smoke, Others), Technique (HEPA, Thermodynamic Sterilization System, Ultraviolet Germicidal Irradiation, Ionizer, Activated Carbon Filtration, Others), and End User (Residential, Commercial, Others): Global Opportunity Analysis and Industry Forecast, 2023–2032." According to the report, the global smart air purifiers market was valued at $5,475.0 million in 2020 and is projected to reach $17,656.3 million by 2032, growing at a CAGR of 10.1% from 2023 to 2032.

Smart air purifiers are advanced technological devices designed to improve indoor air quality and human health. They help reduce exposure to pollutants and maintain ideal indoor humidity levels. These devices typically feature built-in sensors, Wi-Fi or Bluetooth connectivity, and mobile app integration, enabling remote monitoring and management of air quality.

Key Drivers of Growth

Rising air pollution-related health concerns

Increased awareness of indoor air quality

Higher disposable income and willingness to invest in health

Opportunities exist through technological innovations and investments in R&D, while challenges include fluctuating raw material prices and ozone emissions from certain purifiers. Manufacturers are leveraging AI and nanotechnology to improve product efficiency and gain a competitive edge.

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COVID-19 Impact

The COVID-19 pandemic initially led to a decline in market demand due to global lockdowns.

However, as conditions improved, demand rebounded, creating new growth opportunities for manufacturers.

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Segment Insights

By Product Type

The dust collector segment held the largest share in 2022, accounting for around 50% of revenue, and is expected to maintain leadership with a projected CAGR of 11.3% through 2032. The segment benefits from features like high filtering efficiency and low maintenance costs.

By Technique

The HEPA filtration segment dominated in 2022, contributing to less than 40% of revenue, and is forecasted to continue leading the market with a CAGR of 11.5%. HEPA purifiers are preferred due to their 99.5% efficiency in filtering particles as small as 0.3 microns.

By End User

The residential segment was the largest in 2022, accounting for less than two-thirds of revenue, driven by the convenience and efficiency of smart air purifiers in removing viruses, bacteria, pollen, pet dander, and smoke.

The commercial segment is expected to grow at the highest CAGR of 11.5%, due to increasing concerns over indoor air quality in offices and public spaces.

By Region

North America held the largest market share in 2022, accounting for more than one-third of revenue, owing to industrialization and active market players in the region.

Asia-Pacific is anticipated to experience the fastest CAGR of 14.6%, driven by rapid urbanization, construction, and infrastructure development in countries like India and China.

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Leading Market Players

Coway Co. Ltd.

Dyson Technology Limited

Honeywell International Inc.

Levoit

LG Electronics Inc.

Koninklijke Philips N.V.

Sharp Corporation

Unilever PLC (Blueair AB)

Winix Inc.

Xiaomi Corporation

These companies are actively pursuing strategies like new product launches, expansions, acquisitions, and collaborations to strengthen their market position. The report offers detailed insights into business performance, product portfolios, operating segments, and strategic initiatives for these leading players.

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