

Innova Research Press Release

Contact:

Richard Jun Li

Vice President, Innova Research

+86-21-61724836

Richard.Jun.Li@innovaresearchinc.com

The Adoption of Smart Residential Air Purifiers Accelerates in China

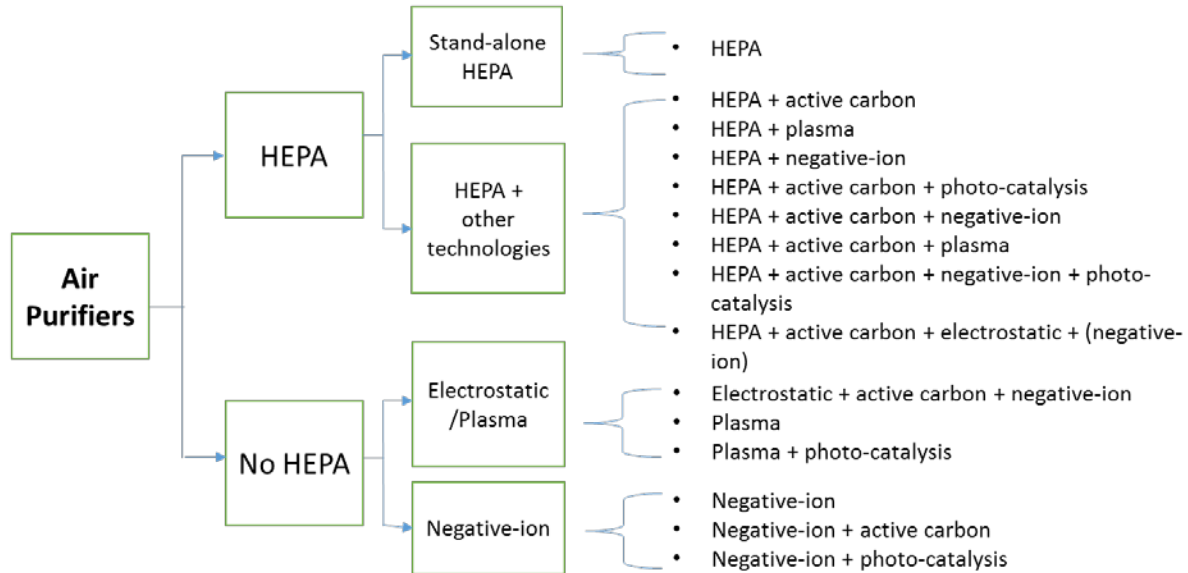
SHANGHAI, CHINA – December 7, 2015 – The Chinese smart air purifier market will grow at an incredible pace, Innova Research concludes in a recently published market research report, entitled “The Chinese Market for Residential Air Purifiers – 2015 Edition”, after interviewing over twenty major air purifier makers, OEMs, and components suppliers, and other players in the Chinese air purifier value chain. Innova Research forecast that the Chinese smart air purifier market will grow at a 57.1% CAGR from 2014 to 2019.

Home appliances are getting “smart” and so are air purifiers. According to the report, smart residential air purifiers accounted for only 3.9% of the total air purifier shipments in China in 2014, however, the shipment shares taken by smart air purifiers are forecast to grow to 13.7% by the end of 2019. Smart air purifiers are those capable of auto sensing and remote controlling. They can significantly improve the user experience. For example, users can remotely turn on the air purifiers before arriving at their homes. Some smart air purifiers can automatically response to the air quality through embedded sensors and ensure that the air purifiers are on only when necessary, and therefore reduce energy consumption.

The rapid growth of the Chinese air purifier market attracted many new players to enter in the past few years, altered the existing market dynamics. Leading Chinese IT and smart phone brands such as Xiaomi and 360.com brought the smart functions into their air purifier models in order to differentiate their air purifiers from those made by the traditional air purifier leaders. Many traditional air purifier makers are pushed to follow the trend and launched their own smart air purifiers.

“The adoption of smart air purifiers in China has been accelerating since leading IT brands launched their smart air purifier models in the Chinese market.” Richard Jun Li, Vice President of Innova Research commented, “as a result, the trend of air purifiers to get smart will bring tremendous market opportunities for companies in the Chinese smart air purifier value chain, including air quality sensor suppliers and wireless connectivity chip and module suppliers.”

The overwhelm majority of the air purifiers sold in China contain multiple air purification technologies, examples of combined air purification technologies in one machine include:



About Innova Research

Innova Research is a market research and consulting firm focusing on emerging technologies. With the combination of both technology and market research experts, we offer world-class market and technology intelligences. Driven by primary research, Innova Research’s market intelligence reports and consulting service help our clients to make right strategic and investment decisions in the fast-changing technology world. Visit www.innovaresearchinc.com for more information.