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2021 Air treatment systems market with COVID-19 impact: United States



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Air treatment systems market, United States

I. Country Profile	5
II. Executive summary	6
III. Consumer behavior.....	7
IV. Market drivers and restraints	8
V. Market drivers	9
VI. Market restraints.....	21
VII. Market trends.....	25
a. Competitive landscape.....	26
b. Technology by brand.....	27
c. Plaston Holding AG Widnau acquisition	28
d. Marketing – Discounts, advertising, and claims.....	29
e. Marketing and advertising.....	30
f. Consumer survey	31
g. IoT.....	32
h. IoT products.....	33
i. New products.....	34
j. Future products.....	38

Air treatment systems market, United States

VII. Market trends (contd.)	
k. Product features.....	39
l. Product design.....	40
m. Warranty.....	41
n. Certification.....	42
o. Best selling products.....	43
VIII. Pricing trends.....	45
IX. Market Data	48
a. Revenue forecasts, total market (systems and replacement filters), U.S., 2020 - 2027.....	49
b. Revenue forecasts, air treatment systems, U.S., 2020 – 2027.....	50
c. Market share by revenues, air treatment systems, U.S., 2020.....	51
d. Revenue forecasts, replacement filters, U.S. 2020 – 2027.....	52
e. Pricing range for units, by revenues for systems, U.S., 2020.....	53
f. Distribution (retail vs. e-commerce vs. dealers/others vs. direct), by revenues for system, U.S., 2020.....	54
g. End user application (residential vs. commercial), by revenues for systems, U.S., 2020.....	55
h. Coverage area (in sq. ft.), market share, by revenues for systems, U.S., 2020.....	56

Air treatment systems market, United States

X. About Verify Markets.....	57
a. Acronyms.....	60
b. Disclaimer.....	61
c. Contact us.....	65





2020 market size: Over \$1.0 billion



2027 market size: Over \$1.9 billion



Market stage: Growth



Compound annual growth rate (2020-2027):
Over 9.0 percent



Market leader: Helen of Troy Limited

The United States is a very developed consumer society. While the population has a fairly high level of confidence in the future, the financial crisis has pushed consumers to move towards lower-priced products. Young people are more likely to pay attention to promotions and compare prices. The most popular supermarkets are Walmart and Sam's Club, followed by Kroger, Albertsons, and Costco. Americans are generally willing to travel to major shopping centers.

Most Americans are loyal to brands but are willing to learn about other brands to access cheaper products; 10.0% of consumers showing willingness to try other brands if the price is lower. Social networks have a large impact on consumers, with 74.0 percent of social network users making decisions based on feedback. Plus, 45.0 percent read reviews, articles, reviews, and feedback from influencers on products. Some 71.0 percent of consumers are worried about big data and 34.0 percent do not trust tech companies with regards to personal data.

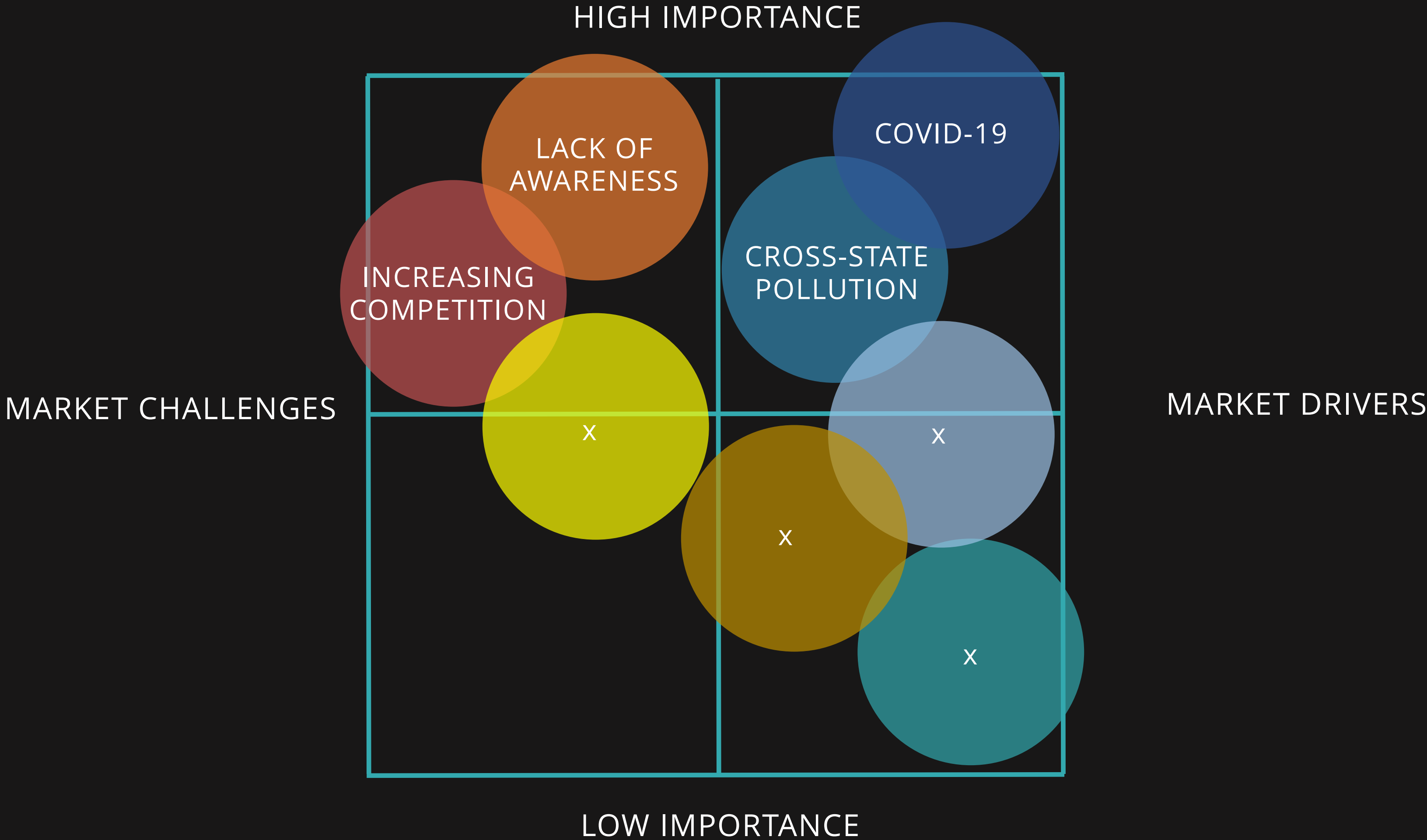
Among consumer trends in the United States, 'Made in America' is an important trend. Some 70.0 percent of Americans consider it significant to buy American products. Also, responsible consumption is increasingly attracting consumers who want sustainable, transparent, clean products. An estimated 48.0 percent of consumers say they want to change their habits to reduce their impact on the environment. Young people are even more concerned about the subject and are willing to pay more to reduce their footprint.*



Social networks have a large impact on consumers, with 74.0 percent of social network users making decisions based on feedback. Plus, 45.0 percent read reviews, articles, reviews, and feedback from influencers on products.

Photo: Parents

*Source: Banco Santander, S.A



1

COVID-19

2

Cross-state pollution

3

x

4

x

5

x

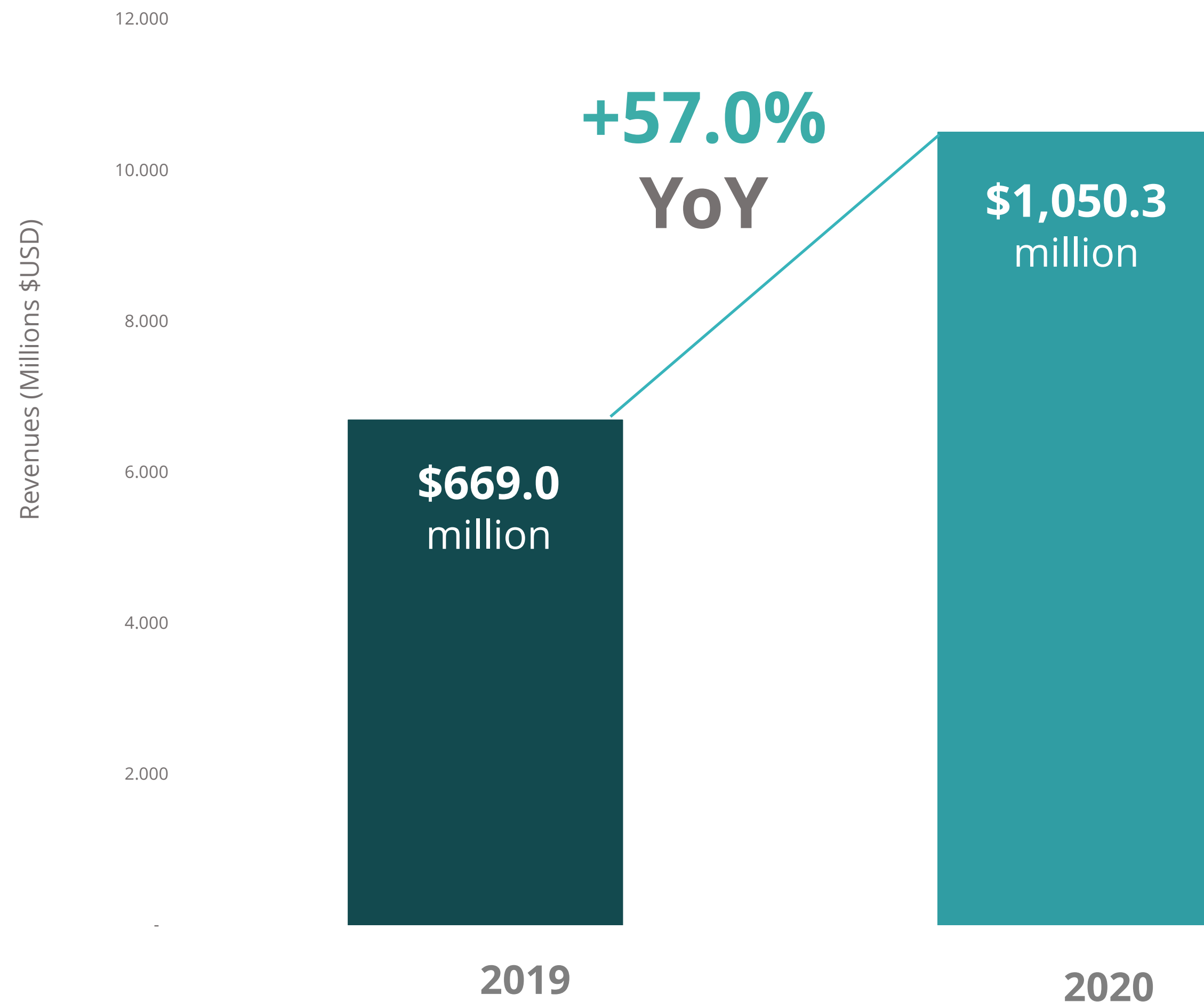


x





Year	Revenues (\$ Million)	Growth Rate (%)
2019	669.0	---
2020	1,050.3	57.0

The air treatment systems market was valued at \$669.0 million in 2019. The market witnessed a growth rate of 57.0 percent in 2020. The COVID-19 pandemic has resulted in a surge in demand for air treatment systems. American shoppers have been racing to stock up on disinfection products as well as air treatment systems as the coronavirus outbreak spreads.

Revenue and growth rate for the total air treatment systems market, U.S., 2019-2020



Most companies provide HEPA and carbon technologies. Others have add-on ionizers and UV technologies. There is an overlap or combination of technologies used for most of the products available in the market.

Company	Ionizer	HEPA	Carbon	UV
		X	X	
	X	X	X	
	X	X	X	X
	X	X	X	X

Air treatment systems market: Revenue forecast, total market (systems and replacement filters), U.S., 2020-2027

Year	Revenues (\$ Million)	Growth Rate
2020	x	--
2021	x	x
2022	x	x
2023	x	x
2024	x	x
2025	x	x
2026	x	x
2027	x	x
CAGR		x

CHART

CAGR: Compound Annual Growth Rate
Base year is 2020

Note: Total market size includes both air treatment systems and replacement filters.

Source: Verify Markets

Air treatment systems market: Market share, by revenues, air treatment systems, U.S., 2020

Ranking	Company	Market Share (%)
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
	Total	100.0

CHART

Others include Arovast Corporation, Aller Air Industries Inc., Rabbit Air, Carrier Corporation, Oransi LLC, and others

Note: Market share includes air treatment systems only.

Source: Verify Markets

Price range	Market share (%)
Less than \$50.00 - \$150.00	x
\$151.00 - \$400.00	x
More than \$400.00	x
Total	100.0

CHART

“We have seen some people selling online taking advantage of the situation where they are increasing prices. Our prices have not increased. But due to supply issues, that may happen in the near future because a lot of the raw materials have gone up substantially. Shipping charges have gone over the roof.

- Industry participant

Air treatment systems market: Distribution trends (retail vs. e-commerce vs. dealers/others vs. direct), by revenues for systems, U.S., 2020

Ranking	Channel	Market share (%)
1	Retail	x
2	E-commerce	x
3	Dealers/others	x
4	Direct	x
	Total	100.0

CHART

Application	Market share (%)
Residential	x
Commercial	x
Total	100.0

CHART

"I think the residential sector will grow more because there was so much demand in the commercial sector last year that a lot of people, when they go back to work, they will see them at the workplace, and they will want them in their houses also."

- Industry participant

Air treatment systems market: Coverage area (in sq. ft.), market share, by revenues for systems, U.S., 2020

Ranking	Coverage area (square feet)	Market share (%)
1	301 – 400	x
2	Under 100 – 300	x
3	More than 400	x
	Total	100.0

CHART



About Verify Markets

Verify Markets is a Research Firm specializing in Industrial, Environmental, Energy and Water markets. Our Research & Consulting practice provides global industry analysis, custom engagements, end-user analysis, strategy consulting, strategic market intelligence, and forecasts that are designed to facilitate strategic decision-making. Our team of consultants, industry experts and analysts continually monitor and evaluate information to create insights for your business needs. We are comprised of a group of analysts that have been tracking their respective markets for a number of years.

Our goal is to help you reach yours.



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METHODOLOGY

The methodology when formulating market trend projection is outlined below. Historical trends were determined through secondary research and Verify Markets in-house database.

- Secondary research was conducted. A list of key industry participants was put together.
- Telephonic interviews were conducted. Most of the leading participants across China were contacted.
- Bottom up methodology was used to calculate the market size.
- Market drivers and restraints were built into the forecasting model to estimate the revenue growth and market size figures.

METHODOLOGY

Profiles of Interviewees: Vice President, Marketing Manager, Business Development Manager, Brand Manager, CEO (for smaller companies).

Most of the primary interview data was captured through telephonic interviews. Pictures, company contacts, preliminary data was captured through secondary research. Images are derived from company websites and other web sources.

	<p>CADR: Clean Air Delivery Rate</p> <p>CCM: Cumulate Clean Mass</p>		<p>PM: Particulate Matter</p>	
<p>ATS: Air Treatment Systems</p> <p>HEPA: High-Efficiency Particulate Air</p>		<p>UV: Ultraviolet</p> <p>CIA: Central Intelligence Agency</p>		<p>CAGR: Compound Annual Growth Rate</p>

Despite Verify Markets' best efforts, certain challenges were encountered and certain assumptions had to be made. The extremely competitive nature of the air treatment market often results in an increased reluctance on the part of several competitors to discuss their market position, future plans, or market trends. Verify Markets used its skills and experience to extract the relevant data in order to complete the analysis.



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**ANY QUESTIONS?
CONTACT US AND SET UP A TIME TO
SPEAK WITH OUR ANALYSTS.**



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