

Air Treatment Systems Market: Malaysia

May 2024

verifymarkets



Published May 2024

www.verifymarkets.com

+1 210.595.9687

info@verifymarkets.com

Table of contents

I. Research scope	5
II. Methodology.....	6
III. Definitions	7
IV. Country profile, Malaysia.....	8
V. Executive summary: Major data points.....	9
a. Competitive factors.....	10
b. Consumer behavior.....	11
VI. Market drivers/ impact.....	15
VII. Market restraints/ impact.....	21
VIII. Market trends.....	25
a. Product claims and features – Overview.....	26
b. Competitive landscape.....	27
c. Cross border e-commerce.....	28
d. Coway – AI-infused marketing campaign.....	29
e. Coway – Maintaining brand relevancy.....	30
f. Trade-in – Cuckoo and Blueair.....	31
g. Strategy – Money back guarantee.....	32
h. Direct-to-Customer (D2C) strategy – Dyson demo store	33
i. Refurbished systems - Blueair.....	34

Table of contents

- j. Comprehensive rental service - LG..... 35
- k. Event marketing..... 36
- l. Lucrative B2C e-commerce..... 38
- m. Influencer partnership..... 39
- n. Brand ambassadors..... 40
- o. Keeping customers engaged..... 41
- p. Target customers..... 42
- q. Smart products..... 43
- r. Product features..... 44
- s. Product claims..... 50
- t. Offers and discounts..... 51
- u. New products - Dyson..... 52
- v. Warranty..... 53
- w. After sales..... 54
- x. Certifications 55
- y. Pricing Trends..... 56

Table of contents

- IX. Market data..... 60
 - a. Revenue forecast, total market, 2023-2030..... 61
 - b. Market share, by revenues, total market, 2023..... 62
 - c. Pricing trends, by revenues for systems, 2023..... 63
 - d. Distribution trends, by revenues for systems, 2023..... 64
 - e. End user application, by revenues for systems, 2023 65
 - f. Coverage area, market share by revenues for systems, 2023..... 66
 - g. Major regions, market share by revenues for systems, 2023..... 67
- X. About Verify Markets..... 68
 - a. Disclaimer..... 71
 - b. Contact us..... 75

Research scope

The Malaysian Air Treatment Systems Market is projected to experience a double-digit growth rate during the forecast period (2023-2030). The market will likely be driven strong e-commerce infrastructure, increased focus on health and environmental challenges and poor air quality. With more brands introducing rental business models are likely to boost the market growth during the forecast period. This study aims to provide a detailed analysis of the Malaysian Air Treatment Systems Market along with competitive intelligence for the year 2023.

The market numbers included in this report represent revenues generated from the sales of portable air treatment systems and filters. The base year for the study is 2023 and the forecast period is from 2023 until 2030.

This study captures the following information on the Malaysian Air Treatment Systems Market:

- Market size, growth rate, revenue forecasts (2023-2030)
- Growth drivers & restraints
- Market data
- Quotes by key industry participants
- Market share analysis
- Market trends
- Competitive factors

Methodology

Interviews with key market participants

The methodology adopted while creating this research involved conducting interviews with various key market participants, enabling Verify Markets to identify various trends in the Malaysian air treatment systems market. Furthermore, discussions with industry participants enabled us to provide a comprehensive country-level view of the overall market. Next, the information was validated through our internal databases, market experts, and secondary sources. The collected information was structured and collated into this report.



Macro-economic factors and industry parameters

Various country level parameters including the GDP, population, disposable incomes, product prices, and other trends were taken into consideration in the forecasting model. An in-depth analysis of these factors enabled Verify Markets to size and forecast the air treatment systems market.

Definitions

For the purpose of this research, air treatment systems are defined as portable air purifiers for residential and commercial use. The various technologies covered in the study include:

- Ultraviolet (UV) air purifiers
- Ion generators/ionizers
- Ozone generators
- Electrostatic air purifiers, charged media filters
- Hybrid/combined systems
- High efficiency particulate air (HEPA) filters
- Activated carbon systems
- Photo catalytic oxidation air purifiers
- Others (any other technology)

The sales channels, for the purposes of this research, are divided into two categories: direct selling and retail.

Retail sales primarily includes specialty stores, food, drug and mass merchandiser channels, home centers, online sales, hardware stores, dealers, distributors and others.

Direct sales include multilevel marketing and door-to-door sales.

About Verify Markets



Verify Markets

About us

Expert Advice and Strategy Consulting

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.

Verify Markets

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

Secondary research was conducted. A list of key industry participants was put together.



Primary Research

Telephonic interviews were conducted. Most of the leading participants across Malaysia were contacted.

Bottom-up

Bottom-up methodology was used to calculate the market size.



Drivers & Restraints

Market drivers and restraints were built into the forecasting model to estimate the revenue growth and market size figures.

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.



Disclaimer

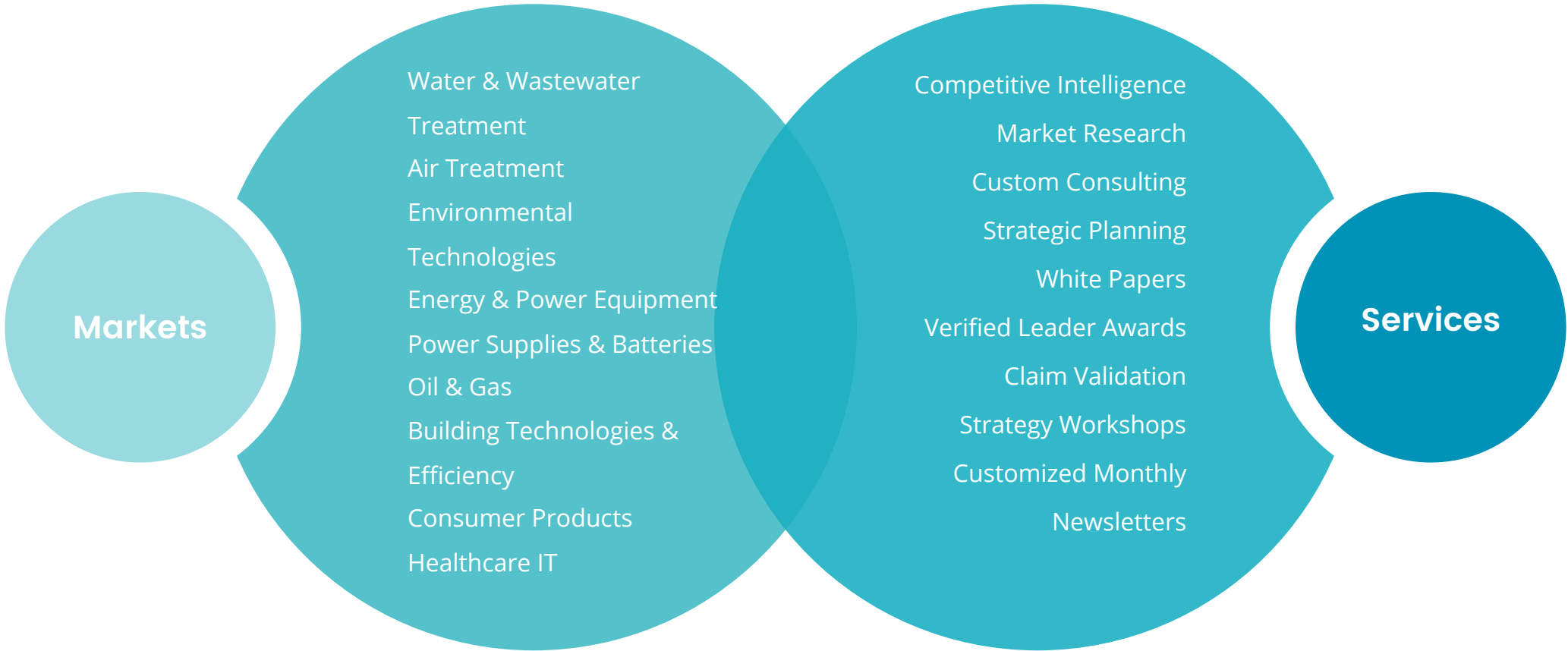
Despite Verify Markets' best efforts, certain challenges were encountered, and certain assumptions had to be made. The extremely competitive nature of the Malaysian air treatment systems market often results in an increased reluctance on the part of several competitors to discuss their market position,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

Verify Markets is not responsible for any incorrect information supplied to us by companies during our primary research process.

Verify Markets report is for customers' internal use and not for general publication. This research cannot be given, disclosed, or sold to non-customers or third parties. Since most of the data is based on company personnel views, it is subject to fluctuation.

Verify Markets

Capabilities



Verify Markets

Global presence





Verify Markets

Have a question?



Contact us and set up a time to speak with our analysts.



Verify Markets

Contact us: We're social



+1.210.595.9687



info@verifymarkets.com



Facebook/verifymarkets



twitter/verify_markets



LinkedIn/company/verify-markets