

What is the market
opportunity for in-home
air purification devices?



**Our client wanted to explore the market
opportunity in air purification, which was an
adjacent space to their current market.**

Technologies

- Market landscaping
- Devices
- Partner identification
- Language expertise
- Strategy

Domain expertise

- Home
- Hygiene
- Health





Our client asked:

The client wanted to understand the whole air purification space from causes of poor air to major health concerns resulting from poor air (including allergies) to key geographies that suffer most from poor air quality. It also wanted to understand current air purification devices on offer, gaps, and potential technologies that could address the gaps, and identify potential partners for market entry.

The project story:

We conducted a meta-data analysis of publications to understand the link between exposure to air contaminants and health issues.

A review of published information was combined with expert interviews to gain insights on gaps in current offerings and potential areas of opportunity.

Results: deliverables and outcomes

Our insights were central in developing our client's strategy in the air purification space. The research provided a clear understanding of the key causative agents impacting health, current solutions and gaps, potential technologies that could address these gaps, and the key geographies to target.

We also recommended partners for market entry and technology development.

Contact us

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