



Air Treatment - US - 2022

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- The pandemic's influence on airborne safety priorities
- Innovation opportunities and competitive strategies
- Americans' current ownership and future interest in air treatment devices
- Usage drivers and purchase influences
- Barriers to purchase
- General attitudes around air treatment devices and air quality

Ownership of air treatment products is widespread, but newly established consumer needs indicate further room to grow. In fact, 72% of consumers who do not already own an air treatment device are interested in future ownership. While pollution has become a growing topic of conversation in recent years, the pandemic drove air quality concerns to the forefront of consumers' minds and propelled elevated interest in air treatment solutions to assuage health and safety concerns.

Americans are actively seeking out solutions to improve their indoor air quality. However, inflation is impacting higher- and lower-earning Americans unequally, meaning some Americans can easily bear the brunt of product price increases, while others will have to sacrifice everyday essentials to engage with this category. As Americans continue to face budgetary constraints, expanding value beyond cost savings to improve convenience and prove performance will be a key hallmark of successful brands. Air treatment brands will need to go beyond functionality to adapt to new at-home lifestyle needs and aesthetic goals to generate long-term loyalty.



“Following the onset of the pandemic, the air treatment market benefited from heightened consumer focus on health and safety and the invisible threats that may lurk in the air.”

– Ashley de Hechavarria,
Health and Wellness Analyst

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