

# Market Intelligence Digest

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*The Department of Trade and Industry - Export Marketing Bureau (DTI-EMB) is mandated to oversee the development, promotion and monitoring of Philippine exports. The DTI-EMB provides the exporters the enabling environment to make them globally competitive.*

## Export Marketing Bureau

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## Air Therapy

***The 'AirTherapy' filter-free air purifier uses UV light technology to clear surrounding air of bacteria, germs, and pathogens.***



Source: Getty Images

## News brief

The unit works by being plugged into a wall socket (similar to an air freshener) and will capture anything as small as PM2.5 and up, such as formaldehyde, Volatile organic compounds (VOCs), pollen, odors, dust mites, and smoke.

The unit is reported to perform most of the cleaning work in the first hour of use and will continue to capture contaminants throughout the day.

## Why it matters

Proper air filtration and quality have taken on new meaning and interest around the globe with COVID-19. Consumers are interested in ways to make their work and living spaces (now, most often the same space) as healthy and safe as possible – even beyond the motivations to do so in the past.

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They will also want to do this in the most convenient way possible, of course, and the AirTherapy filter-free air purifier wholly takes that into account in its design. Efficacy is crucial too, though, and as we have seen consumers turn toward harsher cleaning solutions that are proven to be effective, they will want proof and information of UV light technology's efficacy in air filtration if they are to trust something that they cannot see or do themselves. While the novelty and innovation would have been (and still are, to some extent) a huge advantage in the past, consumers are very results-oriented with their home's ecosystem right now.

## What we've seen

**It's In The Air:** The coronavirus is bringing to light gaps in indoor air quality and hygiene as companies consider how to make offices and workplaces safer.

**Finding Fresh Air:** French brand Plume Labs has created a personal air pollution sensor to help users find clean air.

## What's next

As noted by the Mintel Trend Driver Wellbeing, we expect products that offer immunity benefits to rise in importance for consumers and remain a priority for the foreseeable future. Thinking beyond just avoiding colds and the flu, a healthy immune system is now a necessary safety precaution for consumers and their communities across demographics.

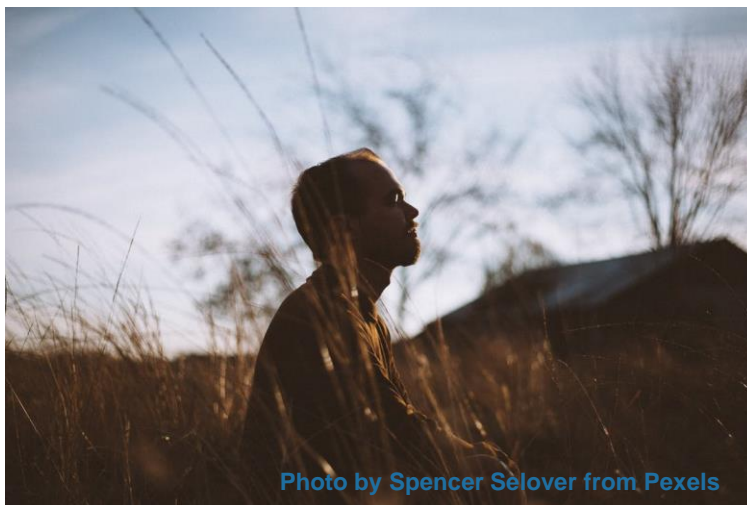


Photo by Spencer Selover from Pexels



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