

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.

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Electronic Air Purifying Mask

LG Electronics has developed a wearable air purifier mask.

Source: LG Newsrooms



News brief

The LG PuriCare Wearable is a chargeable electronic mask with recyclable and replaceable parts that allow users to breathe in clean air filtered by the same technology used in the company's home air purifier products.

The mask contains two high-efficiency particulate air filters, a respiratory sensor, and fans that work together to make breathing easier for wearers based on the cycle and volume of their breathing. The product is ergonomically designed to reduce air leakage around facial contours and offers 2-8 hours of battery life depending on its settings. It also comes with a unique charging case that can notify the LG ThinQ mobile app when filters need to be replaced and feature germ-killing UV-LED lights. According to LG, the mask will be available to consumers in select markets starting in Q4 2020.

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Why it matters

Disposable masks were previously sought after for seasonal peaks in airborne dust but have become an essential even on clear days following the outbreak of the coronavirus pandemic. Although panic buying has subsided, local consumers have learned the hard way that the supply of protective equipment may not always meet demand in the future. Meanwhile, the rise in both medical and consumer waste has also become a global concern. While LG does not explicitly mention the effectiveness of its electronic mask in shielding against the novel coronavirus, it channels the interest of a public that generally seek more durable and sustainable innovations that provide access to clean air, and not just indoors but also outdoors and on the go, to enable greater mobility and restore a sense of normalcy in daily life.

What we've seen

Purifying Pendant: Kansai Electric Power has released a portable air purifier that can be worn around the neck and is targeting workers at hospitals and restaurants.

Face Mask Purified: Scientists from King Abdullah University of Science and Technology in Saudi Arabia have developed a virus-blocking membrane that could make N95 face masks reusable.

Self-cleaning Masks: Amazfit is creating a face mask that can self-disinfect with UV light when not in use.

What's next

Within the next 10 years, it is not hard to imagine that consumers will be willing to pay a premium for resources that are in decline now, yet are still taken for granted. Total wellbeing will be a concept that resonates with all demographics rather than only the elderly or fragile populations as the lack of clean air and water causes these to become lucrative selling points. As consumers experience a more dramatic drop in quality of life due to their stagnating surroundings, they will be roused to call out brands that constantly force them to choose between quality, price, and environmental impact.



SCAN ME