

# "PRODUCT MARKET FIT" ANALYSIS

## AQI

Explore national and state-wise Air Quality Index (AQI) trends, severity levels, and pollutant breakdowns to identify the most affected regions and timeframes across India.

## HEALTH

Analyze air pollution-related illness trends, reported health cases, and vulnerable states to assess the public health impact of poor air quality.

## VEHICLE

Track annual vehicle registrations and state-wise EV adoption rates to understand mobility trends and their correlation with air pollution levels.

## MARKET

Gain insights into the Indian air purifier market landscape, brand positioning, pricing tiers, and feature availability to identify strategic product opportunities.

## EXECUTIVE VIEW

Get a consolidated, high-level summary of key metrics, pollutant contributors, market forecasts, and strategic recommendations for data-driven business decisions.

State

Maharashtra (state) +... ▾

Date

All ▾

CLICK HERE NEXT PAGE

Mumbai

103.20

Average AQI value

281

Highest AQI Recorded

Maharashtra

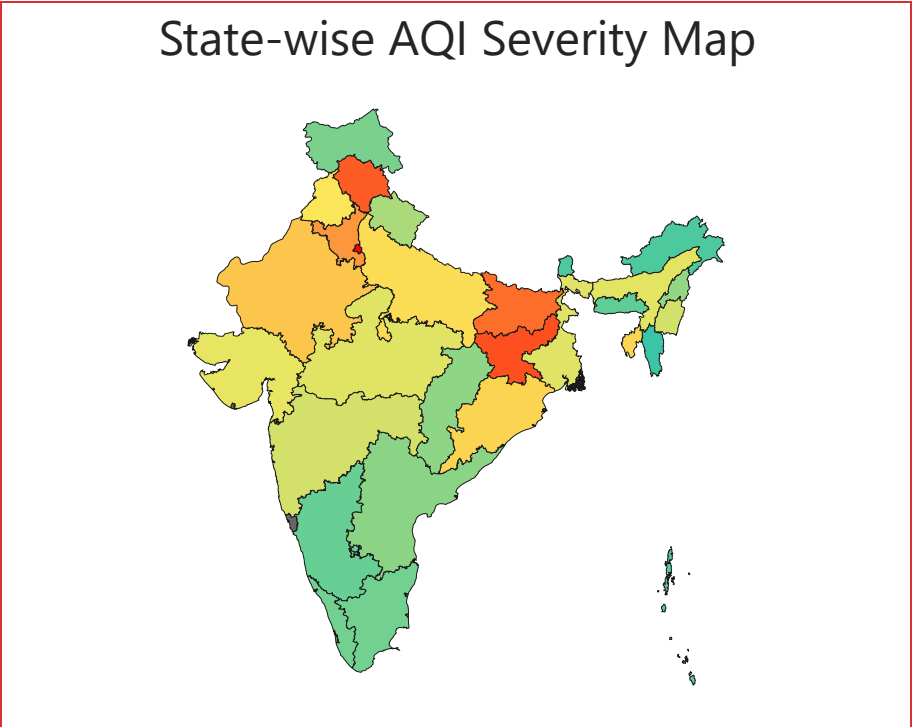
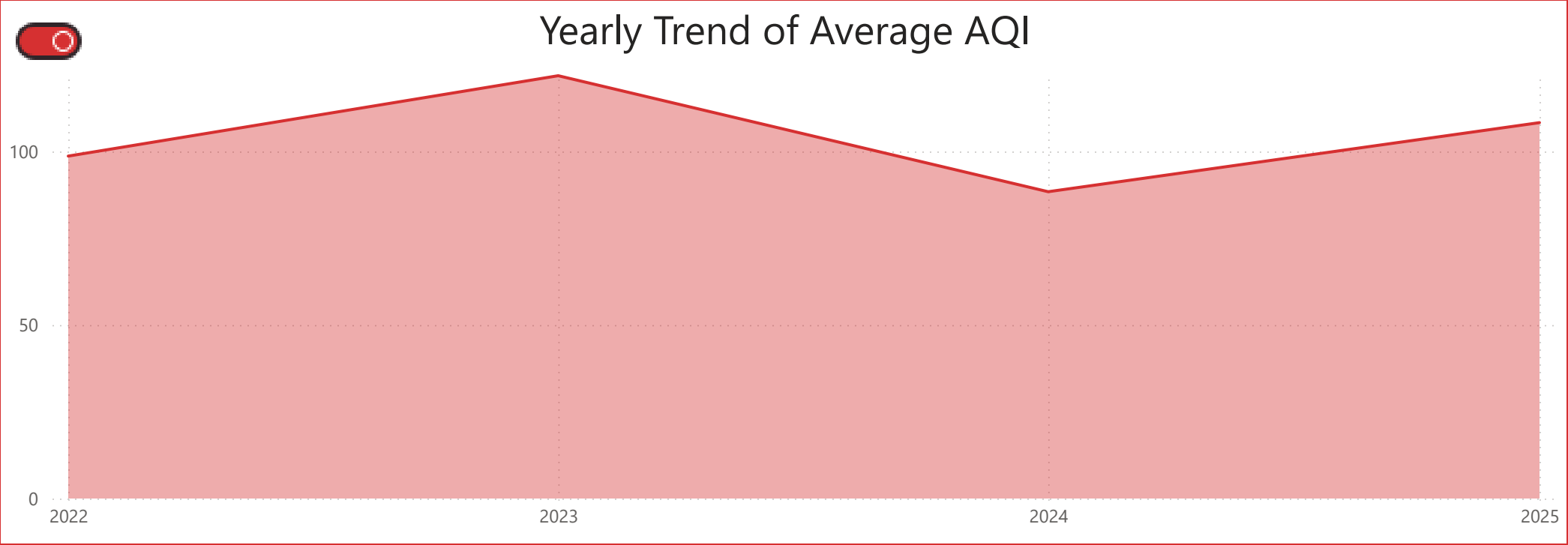
Mumbai

Highest Average AQI

Maharashtra

Mumbai

LowestAverage AQI



Air Quality Trends: Avg AQI and Pollutant

Pollutants	Average AQI Value
PM2.5	133.12
O3	109.42
PM10	99.28
NO2	91.32
CO	64.06
SO2	58.69
SO3	54.83

Weekly Trend Of Metro Cities

Day	Ahmedabad	Bengaluru	Chennai	Delhi	Hyderabad	Kolkata	Mumbai	Pune
Monday	107.32	72.23	62.80	182.47	73.92	73.34	94.87	104.49
Tuesday	107.33	72.69	71.03	183.88	76.20	76.49	104.45	100.09
Wednesday	108.56	76.01	68.11	166.58	72.73	72.24	96.35	100.40
Thursday	103.67	71.60	68.27	159.69	71.25	72.10	92.82	104.50
Friday	116.77	74.26	66.16	186.65	76.70	77.47	105.15	107.90
Saturday	107.79	68.57	67.05	178.27	74.19	82.94	98.47	93.77
Sunday	102.90	72.53	67.84	183.86	74.88	76.29	98.34	102.50

AQI

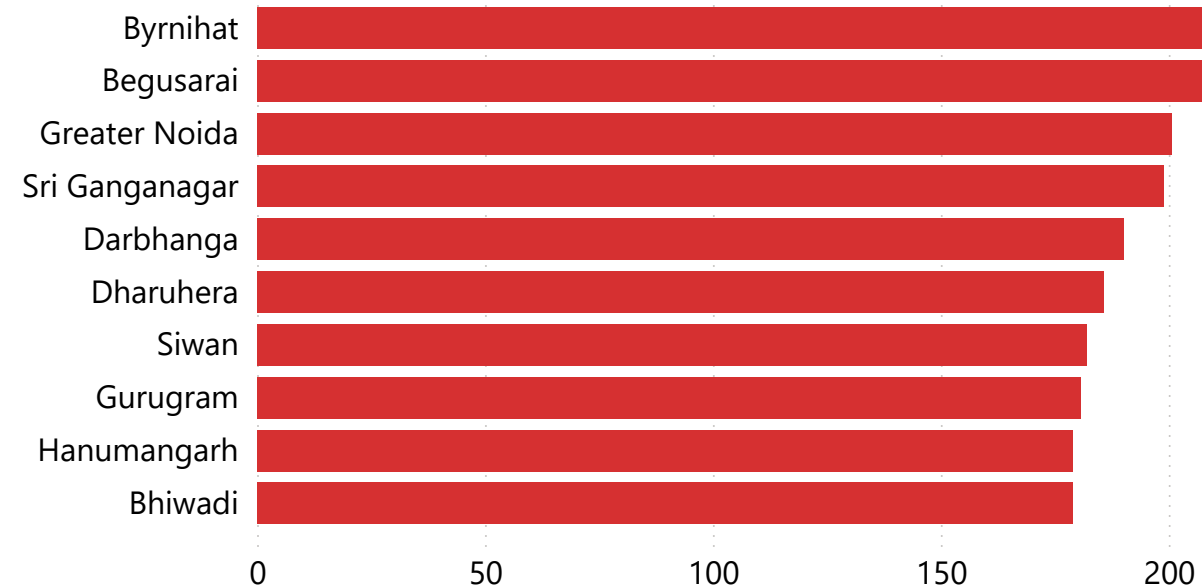
Health

Vehicle

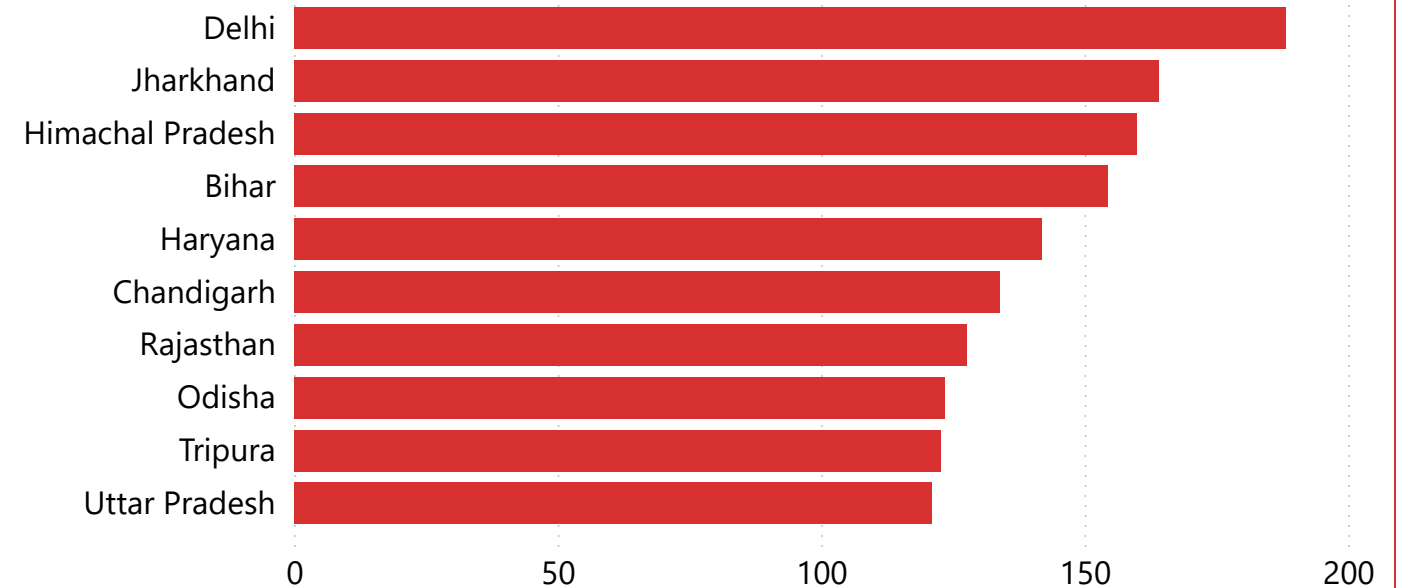
Market

Executive View

### Top 10 Areas with Highest Average AQI



### Top 10 States/Territories with Highest Average AQI



### Age Groups Most Affected by Air Pollution

City	Most Affected Age Group(s)	Average aqi_value
Ahmedabad	Adults (30–60 yrs), Elderly (60+)	110.15
Bengaluru	Children (1–5 yrs), Asthmatic Teens	74.38
Chennai	Children (1–5 yrs), Elderly (60+)	71.46
Delhi	Children (1–5 yrs), Elderly (60+)	188.05
Hyderabad	Children (1–5 yrs), Adults (30–60 yrs)	79.53
Kolkata	Children (1–5 yrs), Adults (30–60 yrs)	86.59
Mumbai	Children (1–5 yrs), Adults (30–60 yrs)	103.20
Pune	Children (1–5 yrs), Adults (40+)	110.66

### Impact of Urban Population on Air Pollution (2024)

City	Population	Average AQI Value
Mumbai	12.69M	88.39
Delhi	10.93M	190.54
Bengaluru	5.10M	73.17
Kolkata	4.63M	86.00
Chennai	4.33M	71.03
Ahmedabad	3.72M	107.87
Hyderabad	3.60M	77.89
Pune	2.94M	98.74
Surat	2.89M	83.15



State

All

Date

All

India

227K

Total Health Cases

India

1733

Air Pollution Related Cases

Kerala

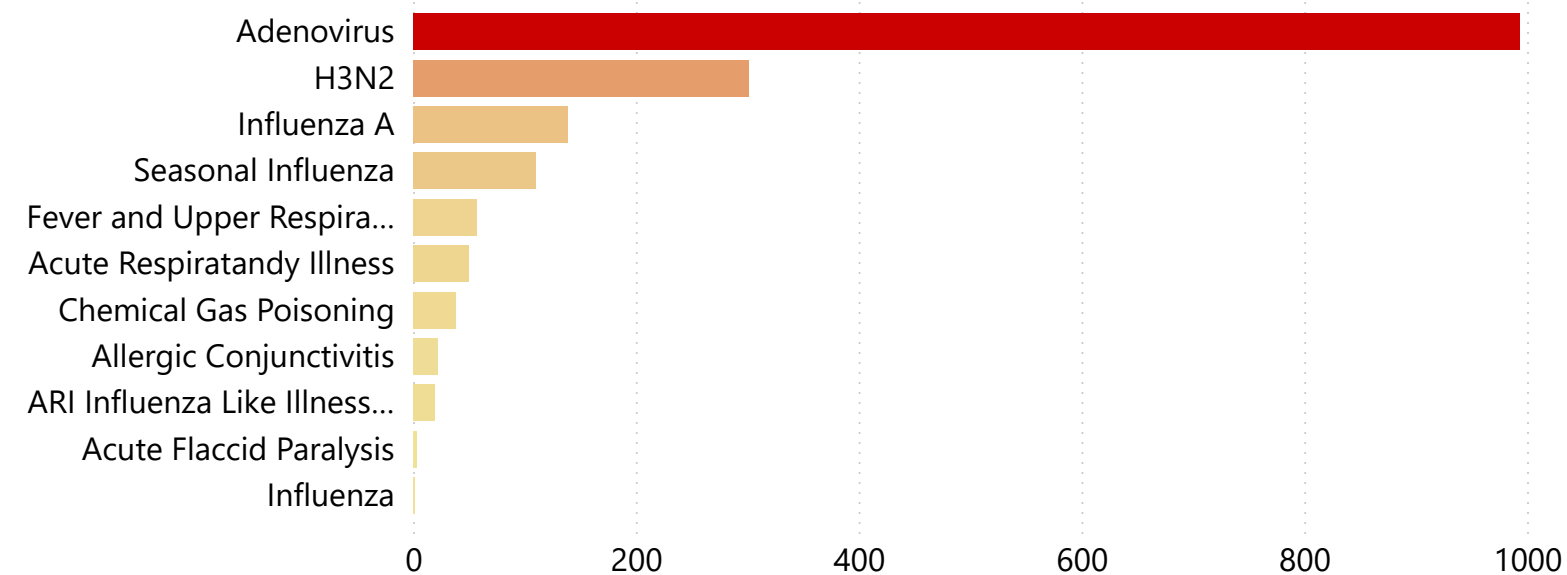
State with Most Cases

India

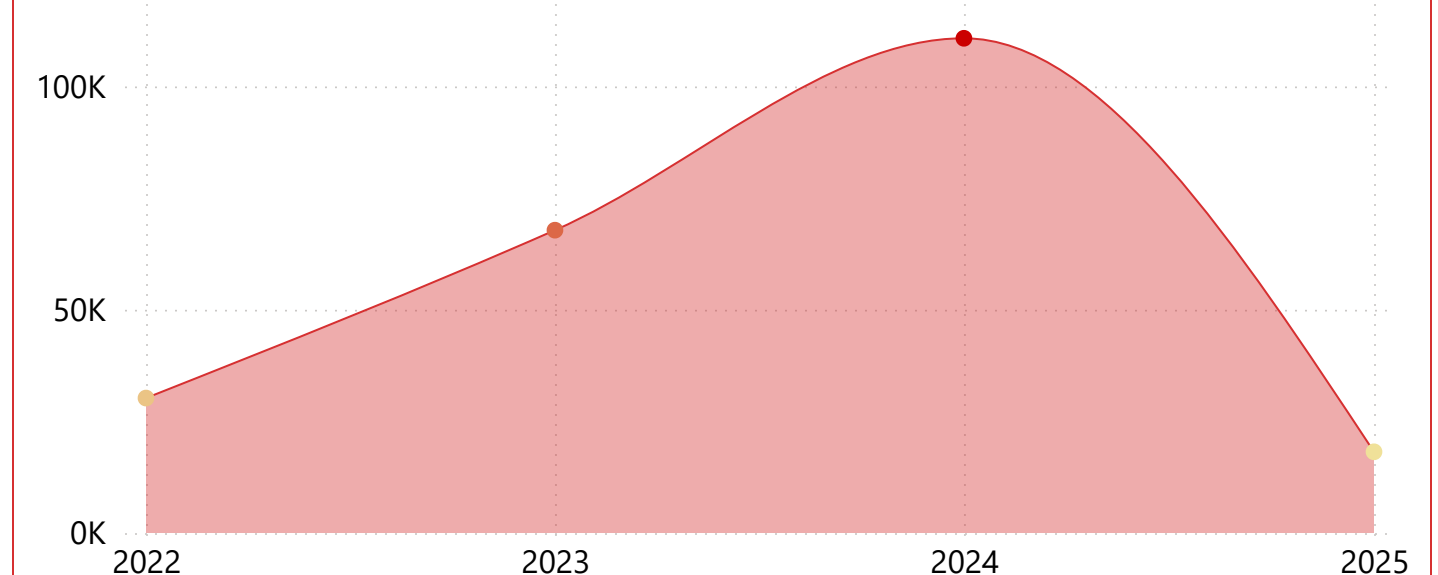
1245

Total Death

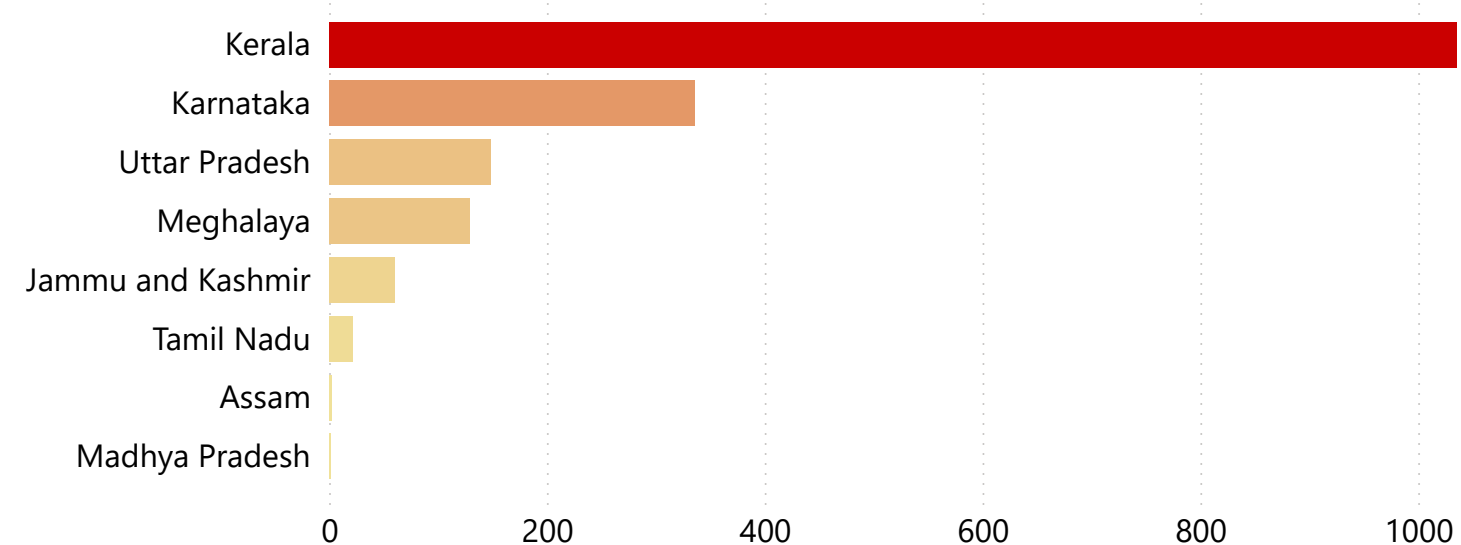
Total Reported Cases by Air Pollution-Linked Illness



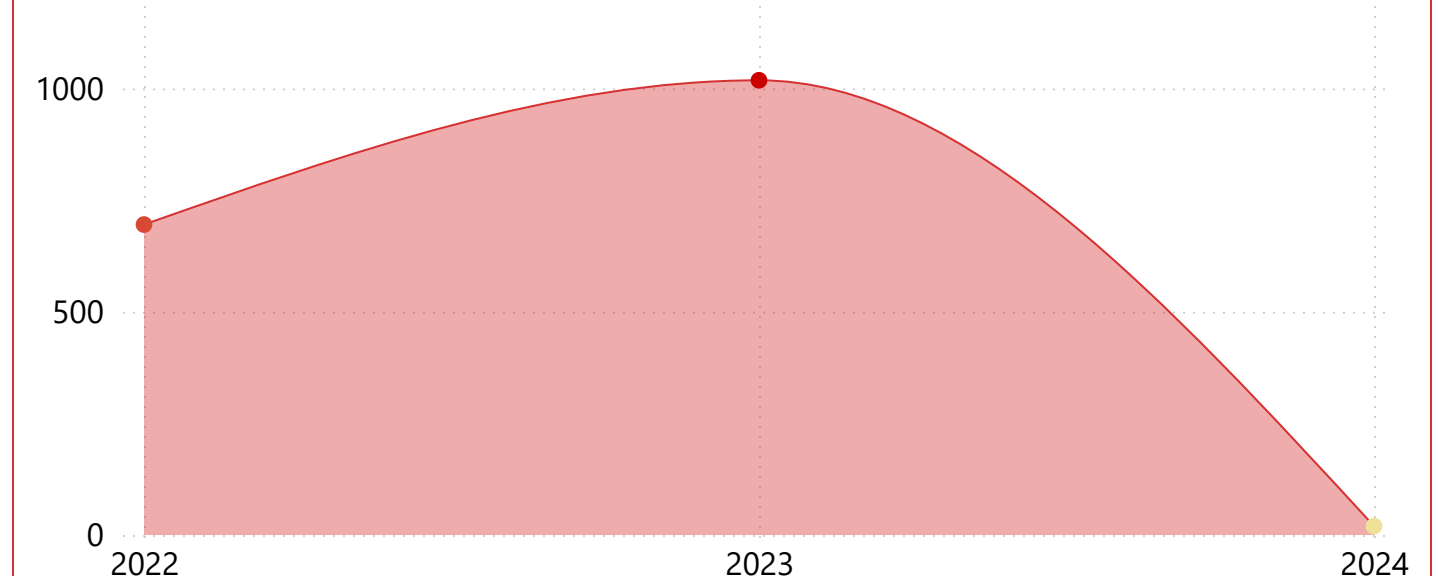
Reported Health Cases Trend



States Affected by Air Pollution-Linked Illness



Reported Trend of Air Pollution-Induced Illnesses



State

All

Date

All

75M

Total Registered Vehicles

997K

Total Registered EV Vehicles

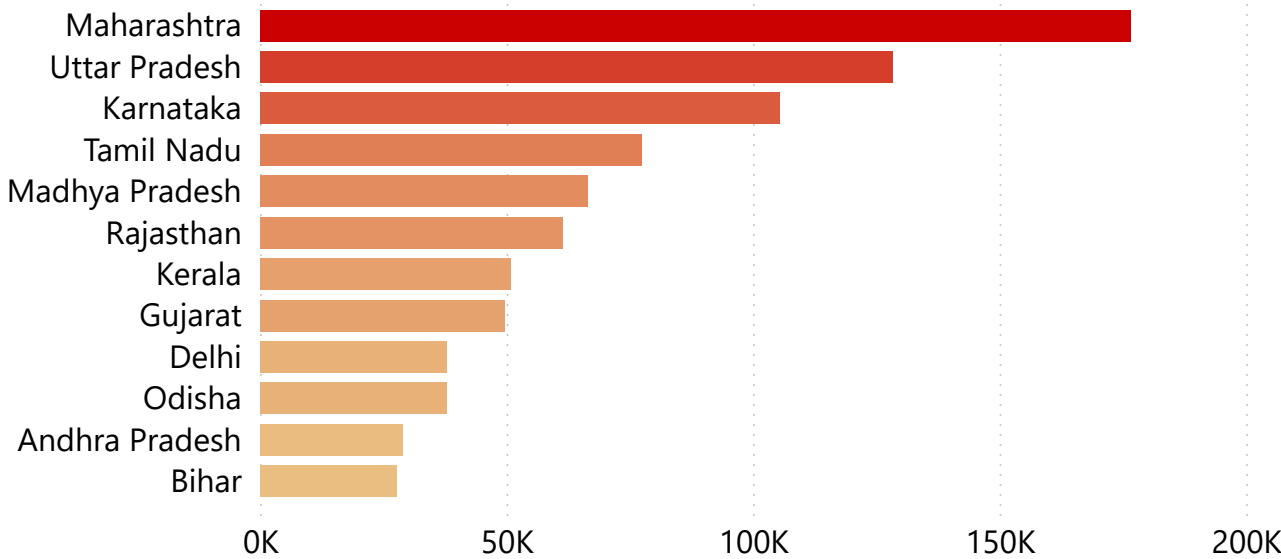
Maharashtra

Top State by EV Registrations

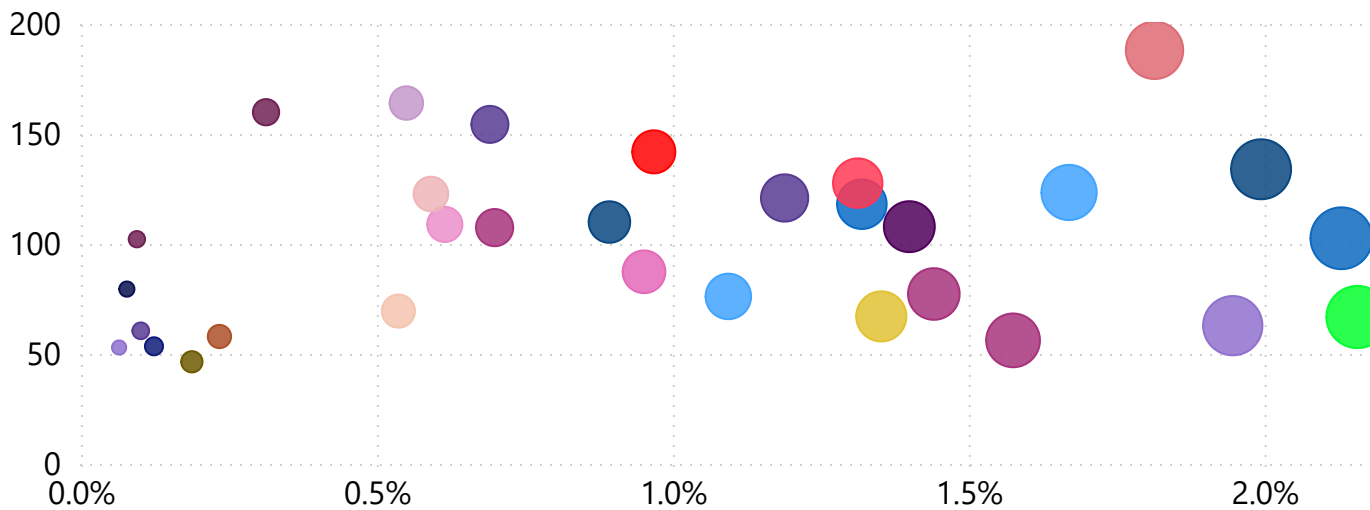
Kerala

Top State by EV Percentage

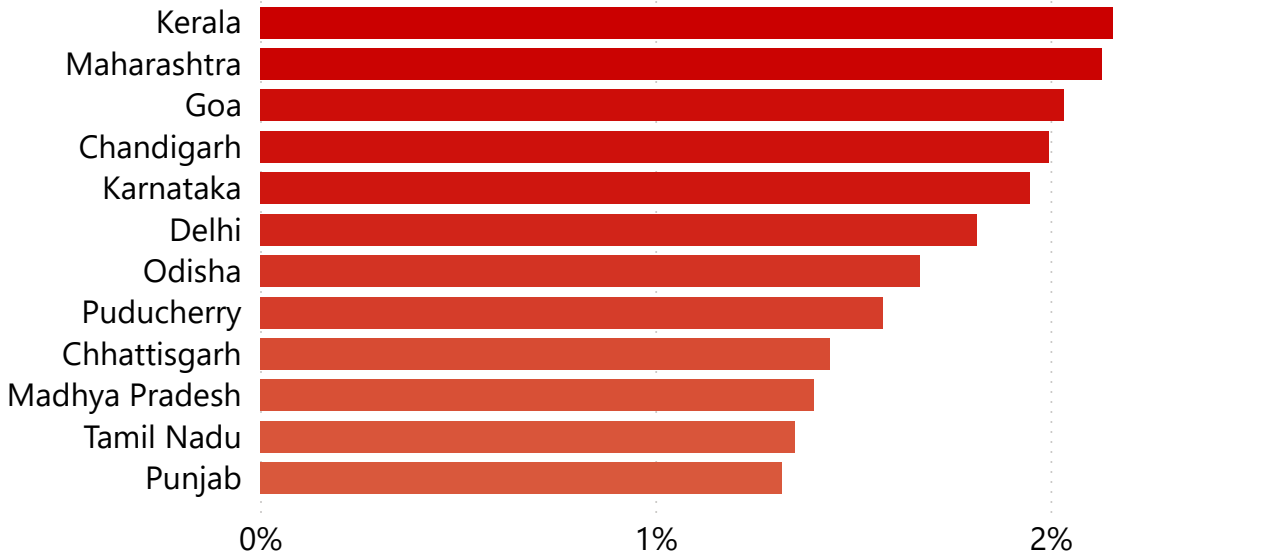
State-wise EV Registration Volume



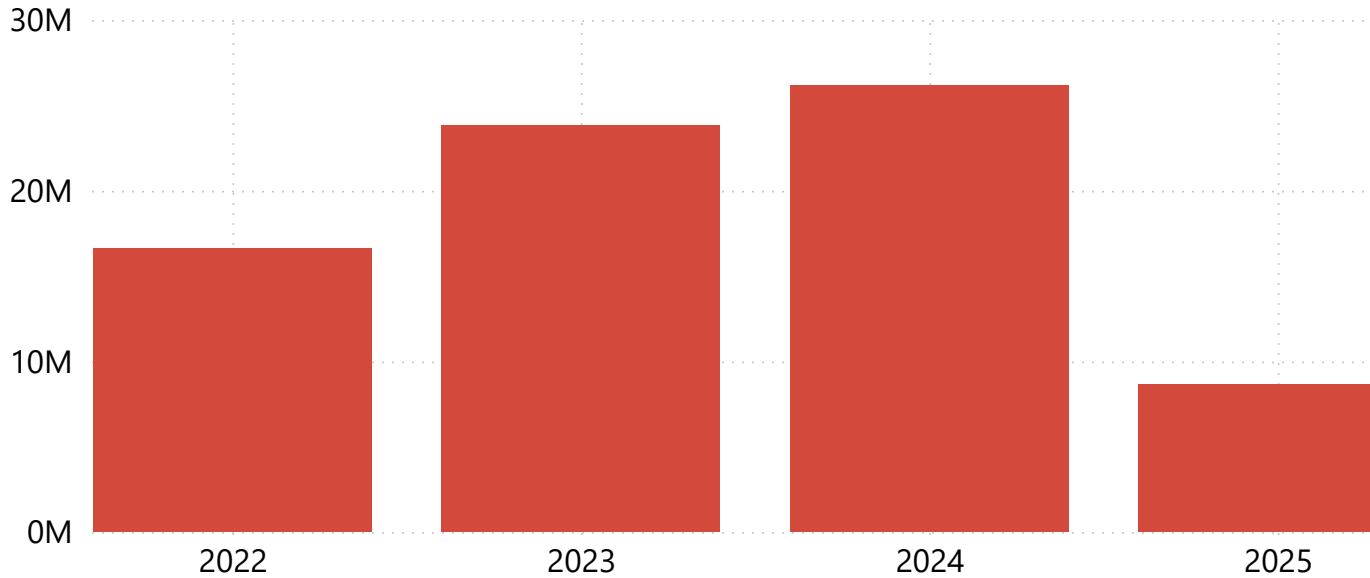
Correlation Between EV Adoption and Air Quality Index (AQI)



State-wise EV Adoption Rates (%)



Yearly Vehicle Registration Volume





Estimated Market Share

₹ 44bn

YEAR : 2024-25

Forecasted Market Share

₹ 156bn

YEAR : 2033

Estimated CAGR

14.06

YEAR : 2033

Leading Brand

Philips

Feature Availability: Global vs Indian Market

Feature	Global Market	Indian Market
Airflow Direction Control	Available	Limited
IoT + App Control	Common	Select models
PM1/PM10 Display	Common	Rare
Washable Filters	Growing	Not offered
Sleep Mode (<20 dB)	Standard	Limited to premium
Voice Assistant Support	Standard	Very rare
Smart Filter Life Estimation	Usage-based globally	Time-based in India

Top 5 Air Purifiers in India (Based on Amazon & Flipkart)

Brand	Model	Approx. Price (INR)
Coway	AirMega Series	₹16,000 – ₹22,000
Philips	AC4221	₹21,290
Honeywell	Air Touch X3	₹22,900
Xiaomi	Xiaomi Smart Air Purifier 4 Lite	₹10,229
Dyson	Dyson TP10 Cool Gen1	₹31,490

AQI

Health

Vehicle

Market

Executive View

Estimated Market Share by Brand

Brand	Brand Origin	Market Share %	Key Differentior	Segment
Philips	Global	21	Trusted medical-grade filtration with strong brand credibility	Mid-Premium
Dyson	Global	16	Futuristic design,Bladeless fan, 360° Glass HEPA Filter	Premium
Mi (Xiaomi)	Global	15	Affordable + smart IoT integration + value-for-money	Budget
Coway	Global	10	Korean-built credibility with air purifier-only focus and long filter life	Mid
Kent	Indian	8	Only Indian brand competing with global players, UV + Ionizer tech	Budget
Honeywell	Global	6	Enterprise-grade quality and durable build with wide room coverage	Commercial + Home
Others	Indian + Global	24		Commercial + Home





State

All

Date

All

India

109.91

Average AQI value

India

1733

Air Pollution Related Cases

75M

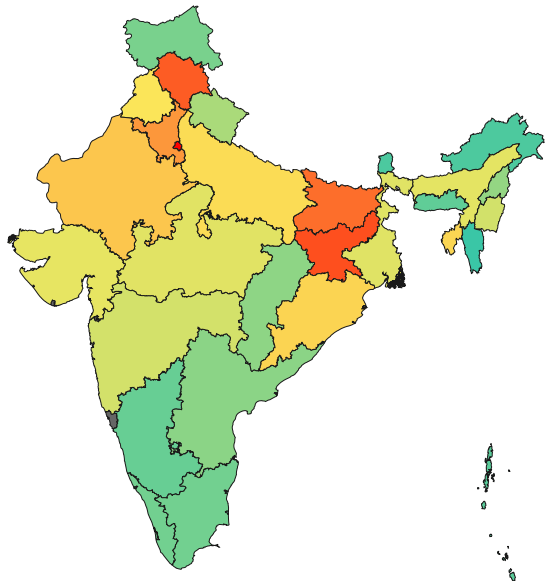
Total Registered Vehicles

Estimated Market Share

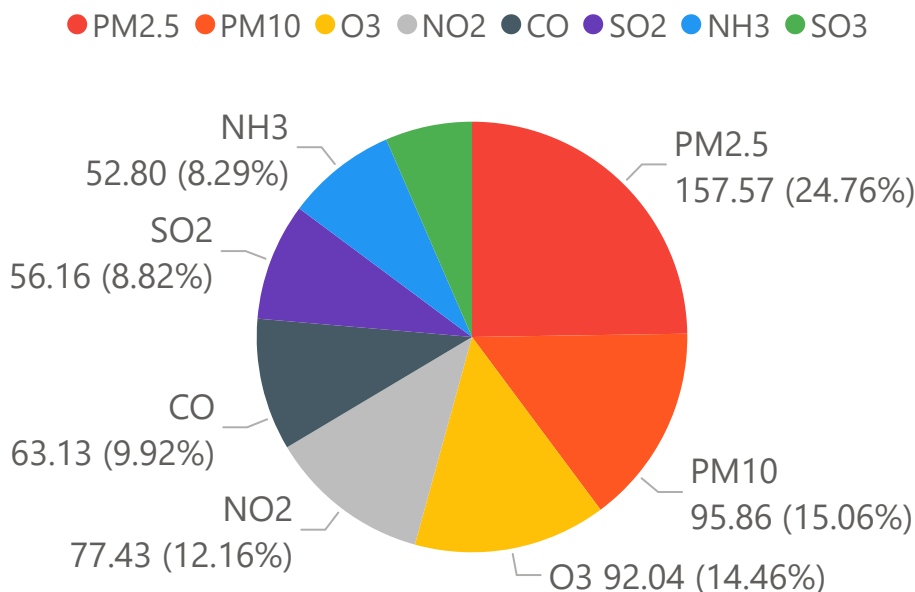
₹ 44bn

YEAR : 2024-25

State-wise AQI Severity Map



Top Pollutants Contributing to AQI



Top 5 Air Purifiers in India

Brand	Model
Coway	AirMega Series
Philips	AC4221
Honeywell	Air Touch X3
Xiaomi	Xiaomi Smart Air Purifier 4 Lite
Dyson	Dyson TP10 Cool Gen1

Estimated Market Share by Brand

Brand	Brand Origin	Market Share %	Segment
Philips	Global	21	Mid-Premium
Dyson	Global	16	Premium
Mi (Xiaomi)	Global	15	Budget
Coway	Global	10	Mid
Kent	Indian	8	Budget
Honeywell	Global	6	Commercial + Home
Others	Indian + Global	24	Commercial + Home

Strategic Suggestions for Indian Market Entry

**Product Differentiation:** Prioritize HEPA H13 filters, PM2.5/PM10 sensors as baseline. Reserve TVOC, CO2, HCHO sensors for premium SKUs to control cost.

**Price Positioning:** Introduce models in the ₹8,000–₹20,000 range to align with middle-income household affordability and maximize addressable market.

**Connected Ecosystem:** Integrate IoT capabilities such as mobile app control, real-time AQI display, and smart scheduling to appeal to tech-savvy urban users.

