At the peak of the smog season, room purifiers sell at ₹621.3 crore a year on Amazon India, up 32% on 2 November. Indian brands take 9.7%.

AIR PURIFIERS AND POLLUTION MASKS · THE PEAK READ · AMAZON INDIA, BLINKIT, GOOGLE TRENDS · READ 2026-11-14, AGAINST 2026-11-02

The week of 8 Nov 2026 set the highest search interest for an air purifier in five years in Delhi, and matched last year's peak for India. Twelve days after our first read, we read the same shelf again with the same searches: 848 Amazon listings, every one that shows sales opened, and Blinkit in the same six dark stores.

> **The measure.** Sales on Amazon India: the "bought in past month" figure at its lower bound, times the product-page price, times twelve. On 14 November the past month is mid-October to mid-November, which includes Diwali (8 November); on 2 November it was October. The two windows share about eighteen days, so the two figures are two dated rates, set side by side and never added. Search interest is Google Trends, relative within one request, never a count.

1 · THE SHORT VERSION

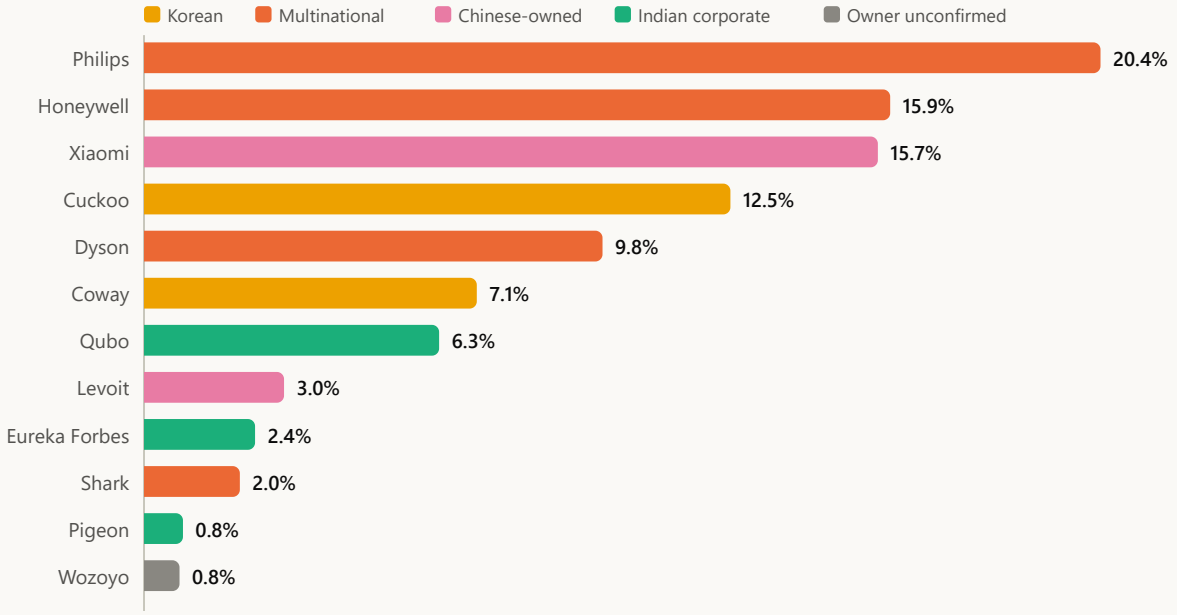
- Room purifiers sell at **₹621.3 crore a year** at the peak rate, against ₹472.2 crore on 2 November. The whole shelf, with masks, car purifiers and monitors, is ₹652.0 crore against ₹491.2 crore.
- **Philips leads with 20.4%** of room-purifier money. Korean brands take 20.2% (35.8% on 2 November), Western multinationals 49.4%, Chinese-owned brands 18.7%.
- **Indian brands take 9.7%**, against 10.1% on 2 November.
- Masks are 34.5% of the units (34.8% on 2 November) and 2.0% of the money.
- **Delhi's Blinkit store now carries 6 room-purifier models**, against 3 on 2 November and 3 on 4 November, and its first from a big brand: Xiaomi. The other five stores together carry 31 models, against 30 on 4 November.
- Searches peaked in the week of 8 Nov: 100 on Google's scale, against 99 in the same week of 2025 for India, and 100 against 74 for Delhi.

2 · THE SHELF, START OF SEASON AND PEAK

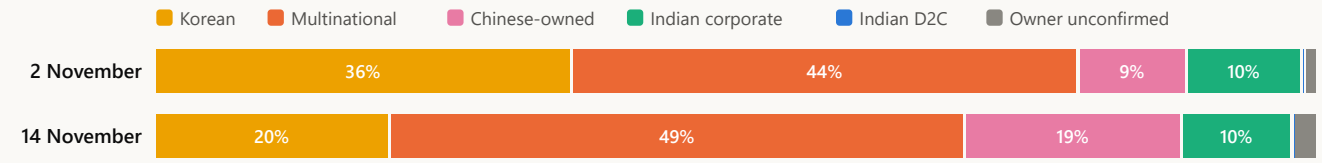
SEGMENT	2 NOV, SALES A YEAR	14 NOV, SALES A YEAR	14 NOV, SHARE OF MONEY	14 NOV, SHARE OF UNITS	14 NOV, MEDIAN PRICE
Room purifiers	₹472.2 crore	₹621.3 crore	95.3%	60.3%	₹10,999
Pollution masks	₹8.6 crore	₹13.1 crore	2.0%	34.5%	₹350
Car purifiers	₹7.3 crore	₹8.1 crore	1.2%	2.5%	₹2,955
Air quality monitors	₹2.5 crore	₹5.3 crore	0.8%	1.3%	₹4,749
Wearable purifiers	₹0.5 crore	₹4.2 crore	0.6%	1.4%	₹3,999

Units a month on the whole shelf: 77,650 at the peak, 55,750 on 2 November. Replacement filters, beside the shelf and not in it, sell ₹26.0 crore a year at the peak rate (₹18.6 crore on 2 November).

3 · WHO SELLS ROOM PURIFIERS AT THE PEAK



BRAND	OWNER	2 NOV SHARE	14 NOV SHARE	14 NOV, UNITS A MONTH	14 NOV, SALES A YEAR
Philips	Multinational	23.1%	20.4%	6,500	₹126.9 crore
Honeywell	Multinational	11.4%	15.9%	12,700	₹99.0 crore
Xiaomi	Chinese-owned	6.9%	15.7%	7,900	₹97.4 crore
Cuckoo	Korean	5.8%	12.5%	4,150	₹77.8 crore
Dyson	Multinational	7.6%	9.8%	1,650	₹60.8 crore
Coway	Korean	29.7%	7.1%	2,850	₹44.2 crore
Qubo	Indian corporate	8.7%	6.3%	2,450	₹39.1 crore
Levoit	Chinese-owned	2.5%	3.0%	2,600	₹18.6 crore
Eureka Forbes	Indian corporate	0.1%	2.4%	1,700	₹14.7 crore
Shark	Multinational	0.7%	2.0%	400	₹12.7 crore
Pigeon	Indian corporate	1.1%	0.8%	1,000	₹5.2 crore



Coway fell from 29.7% to 7.1%, and the fall is one model. The Coway Airmega 150 sold 6,000+ in the month to 2 November at ₹14,999. On 14 November it was in none of our searches, and its product page read “Currently unavailable”. The 4 Coway purifiers on the shelf on both dates all sold more than on 2 November.

The largest listing at the peak is the Honeywell Air Purifier for Home & Office: 10,000+ sold in the past month at ₹5,028, 9.3% of the whole shelf. 53.3% of room-purifier listings that sell say made in China on the product page (51.0% on 2 November). The median room purifier that sells costs ₹10,999 (₹11,995).

4 · DELHI ON BLINKIT, THREE READS

STORE	ROOM-PURIFIER MODELS, 2 NOV	4 NOV	14 NOV	MASKS, 14 NOV	BIG BRANDS, 14 NOV
Connaught Place	3	3	6	16	Xiaomi
Powai	5	5	5	19	Honeywell, Philips, Xiaomi
Bandra West	5	6	6	18	Honeywell, Philips, Xiaomi
Indiranagar	9	7	7	17	Coway, Honeywell, Philips, Xiaomi
Koramangala	2	2	2	24	none
Banjara Hills	10	10	11	22	Coway, Honeywell, Philips, Xiaomi
All six	**34**	**33**	**37**		

A model is one product name in one store. Blinkit listed several models twice, under two product ids; by 14 November it kept one. Counted by listing, the six stores fell from 50 to 39, and almost all of that fall is the second listing of a model that is still on the shelf.

Delhi is the only store whose range grew by more than one model. Connaught Place went from 3 room-purifier models on 4 November to 6, and Xiaomi arrived: the first of Philips, Xiaomi, Honeywell or Coway in that store in three reads. Xiaomi 4 Compact and Qubo R250 were already in 4 of the 5 other stores; Qubo Q450 and Eureka Forbes Aeroguard AP 400 are in no other store. The other five held their range: 30 models on 4 November, 31 on 14 November. Blinkit shows no product as sold out, so a missing model may be a stock-out; we see what is listed, not the allocation behind it.

Masks moved the other way. Delhi showed 21 on 2 November and 16 now, while every other store showed more.

5 · THE SEASON

WEEK STARTING	INDIA, 2026	INDIA, 2025	DELHI, 2026	DELHI, 2025
18 Oct	17	25	11	22
25 Oct	18	24	11	21
1 Nov	39	61	38	55
8 Nov	100	99	100	74

Google searches for “air purifier”, weekly, five years to 2026-11-14, one request per geography, so India and Delhi are each on their own scale. The 2025 column is the same week one year earlier. The latest week is still being filled and can move.

The week of 8 Nov is the highest in five years for Delhi, 100 against 74 a year earlier. India matched last year’s peak, 100 against 99. The season started later than last year: in the weeks of 18 Oct and 25 Oct searches ran below 2025, and then rose past it. Over the four weeks India averages 43.5 against 52.2 a year earlier. By state over twelve months, with Delhi at 100: Delhi 100, Haryana 65, Uttar Pradesh 26, Chandigarh 22, Maharashtra 20.

Correction to our 2 November report: it compared this season with weeks of 2025 that began one week too early, and its 2021 season was missing October. Measured the same way as here, on 2 November this season was running at about half of 2025’s, not level with it.

6 · WHAT SHARE OF THE COMPANY’S SALES THIS IS

COMPANY	REPORTED REVENUE	ROOM PURIFIERS ON AMAZON, 2 NOV RATE	14 NOV RATE	14 NOV, SHARE OF REVENUE
Hero Electronix (Qubo) (FY25)	₹275 crore	₹41.1 crore	₹39.8 crore	14%

Hero Electronix reports one figure for the whole Qubo range, which also sells cameras, locks and dashcams. A peak month times twelve overstates a year, so the yearly share is lower than this.

Hero Electronix (Qubo): Qubo, revenue "over Rs 275 crore" in FY2024-25, all products, company announcement (Digital Terminal), not a filing.

7 · WHAT WE PREDICTED

We wrote down 6 predictions for the peak before we read it. 3 of 6 held.

WE SAID	WE FOUND	
The room-purifier floor is higher than on 2 November (₹472.2 crore)	₹621.3 crore	Right
Coway is still the largest room-purifier brand by money	Philips is	Wrong
Indian brands still take under 15% of room-purifier money	9.7%	Right
Masks take a larger share of units than on 2 November (34.8%)	34.5%	Wrong
The median room purifier that sells still costs ₹8,000 to ₹14,000	₹10,999	Right
India's last four weeks of searches average higher than the same weeks of 2025	43.5 against 52.2	Wrong

8 · METHOD

The same 24 Amazon India searches as on 2 November, three pages each: 848 distinct listings, 322 with a sales figure, every one of those product pages opened, 181 admitted to the shelf by Amazon’s own category. Blinkit: the same five searches in Connaught Place (Delhi), Powai and Bandra West (Mumbai), Indiranagar and Koramangala (Bengaluru) and Banjara Hills (Hyderabad), read on 2, 4 and 14 November. Every owner is researched by hand. We read this shelf again in spring with the same searches.

> We read shelves like this one by category, by platform and by city, and read them again to show what moved. If you are building in home appliances or health, **book a discovery call at www.impuls8.com/enterprise**.

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impuls8 · read 2026-11-14, against 2026-11-02 · Amazon India 848 listings, 322 with sales · Blinkit, six stores, three reads · Google Trends · every figure is generated from the reads and checked by a second script.