

Global Air Cooler Market Size Study, by Type (Tower Coolers, Desert Coolers, Others), by Application (Residential, Commercial), by Region (North America, Europe, Asia Pacific, Middle East and Africa), and Regional Forecasts 2022-2032

<https://marketpublishers.com/r/G6248855FCD1EN.html>

Date: February 2025

Pages: 285

Price: US\$ 3,750.00 (Single User License)

ID: G6248855FCD1EN

Abstracts

The global air cooler market was valued at approximately USD 2.14 billion in 2023 and is projected to grow at a compound annual growth rate (CAGR) of 9.1% during the forecast period of 2024-2032. The surging demand for energy-efficient and cost-effective cooling solutions has propelled the growth of the air cooler market. Air coolers, leveraging the principle of evaporative cooling, are gaining traction as an eco-friendly alternative to air conditioners due to their lower power consumption and minimal environmental impact.

The air cooler market is increasingly driven by the rising awareness of energy conservation and environmental sustainability. Air coolers operate without refrigerants such as CFCs or HCFCs, instead using water as a cooling agent. This eco-friendly characteristic aligns with the growing emphasis on adopting greener technologies globally. Moreover, the affordability of air coolers compared to air conditioners makes them highly accessible to middle-class populations in developing economies, further contributing to their widespread adoption.

Innovative advancements in air cooler technology have significantly enhanced their functionality and user appeal. The integration of features such as remote-controlled operations, smart connectivity, enhanced cooling pads, and compact designs has improved their adaptability to both residential and commercial environments. Additionally, air coolers provide an economical solution for rising global temperatures and frequent heatwaves, particularly in regions like Asia Pacific, Africa, and the Middle

East. These regions are witnessing a substantial surge in air cooler demand due to their climate conditions and affordability compared to traditional cooling systems.

The increasing adoption of advanced air coolers is evident in both the residential and commercial sectors. Residential consumers prioritize cost-effective, energy-efficient cooling solutions, whereas commercial applications, such as offices and retail spaces, are leveraging air coolers to reduce operational costs. Tower coolers dominate the market due to their sleek design and space-saving features, making them highly popular in urban areas. On the other hand, desert coolers, with their high cooling capacity, cater effectively to large spaces and hot climates, fueling their projected growth as the fastest-growing segment.

The Asia Pacific region, holding a dominant market share, is anticipated to maintain its lead due to the region's rising temperatures, increasing middle-class population, and affordability of air coolers. Furthermore, technological advancements and increasing disposable incomes in developed economies such as the U.S. and Europe contribute to the overall market expansion.

Major Market Players Included in This Report Are:

Symphony Limited

Bajaj Electricals Limited

Havells India Ltd

Honeywell International Inc.

Seeley International

Fujian Jinghui Environmental Technology Co., Ltd.

De' Longhi Appliances S.r.l.

NewAir

Voltas Limited

Orient Electric

Usha International

Kenstar

Polar India

Crompton Greaves Consumer Electricals Limited

Arctic Air

The Detailed Segments and Sub-Segment of the Market are Explained Below:

By Type:

Tower Coolers

Desert Coolers

Others

By Application:

Residential

Commercial

By Region:

North America

U.S.

Europe

UK

Germany

Asia Pacific

China

India

Latin America

Brazil

Middle East and Africa (MEA)

Nigeria

Years considered for the study are as follows:

Historical year: 2022

Base year: 2023

Forecast period: 2024 to 2032

Key Takeaways:

Market estimates and forecasts for 10 years from 2022 to 2032.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of geographical landscapes with country-level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approaches.

Demand-side and supply-side analysis of the market.

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