

# **Global Portable Evaporative Cooler Market: Analysis By Product Type (Direct Evaporative Cooling and Indirect Evaporative Cooling), By End-User (Residential, Industrial, and Commercial), By Distribution Channel (Offline and Online), By Region Size and Trends with Impact of COVID-19 and Forecast up to 2028**

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## **Abstracts**

The global portable evaporative cooler market was valued at US\$2.41 billion in 2022. The market value is expected to reach US\$3.94 billion by 2028. A portable evaporative cooler is a versatile and efficient cooling solution designed to provide relief from hot and dry weather conditions. By drawing in warm air, passing it through a water-saturated cooling pad, and releasing cool, moist air, these coolers offer an affordable and sustainable cooling solution for personal comfort and relaxation.

The global portable evaporative cooler market has been on the rise due to increased environmental awareness, a growing need for cooling solutions in the face of rising temperatures, cost-effectiveness, and technological advancements. As these factors continue to influence consumer choices and market dynamics, the market is expected to experience further growth in the forthcoming years. Portable evaporative coolers are likely to remain a popular and viable cooling option, particularly in regions where energy efficiency and sustainability are of paramount importance. The market is expected to grow at a CAGR of approx. 9% during the forecasted period of 2023-2028.

Market Segmentation Analysis:

By Product Type: The report provides the bifurcation of the market into two product

types: Direct Evaporative Cooling and Indirect Evaporative Cooling. The direct evaporative cooling segment held the highest share of the market. As global temperatures rise, the demand for efficient cooling solutions has grown, and direct evaporative coolers are increasingly being adopted due to their simplicity and cost-effectiveness. These coolers are well-suited for dry and arid climates, as they work best in low humidity conditions. Their operation is straightforward, making them a popular choice for residential and commercial users seeking immediate relief from heat.

**By End-User:** The report provides a glimpse of the market based on end-users: Residential, Industrial, and Commercial. Residential sector held the highest share in the market. In residential settings, these coolers often used in bedrooms, living rooms, and other areas within a home to keep indoor temperatures comfortable during the summer. As energy costs rise and environmental consciousness grows, homeowners are turning to portable evaporative coolers to maintain a cool and refreshing indoor environment, contributing to the expansion of this market segment.

**By Distribution Channel:** The report analyzed the portable evaporative cooler market based on the following distribution channel: Offline and Online. Offline channel held the highest share in the market, whereas online channel is expected to be the fastest-growing segment in the forecasted period. Online marketplaces and e-commerce platforms provide a wide selection of evaporative cooler models, allowing customers to compare features, prices, and read reviews from other buyers. Moreover, the ease of accessing a broader range of brands and models has made online shopping increasingly popular for portable evaporative coolers, contributing to the overall growth of the online distribution channel in the market.

**By Region:** The report provides insight into the portable evaporative cooler market based on the regions namely, Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. Asia Pacific held the major share of the market in 2022. In Asia Pacific region, the rapid urbanization and infrastructure development in the region have further propelled the market. Rising income levels and a growing middle class have made these cooling devices more accessible to a larger consumer base.

The US is home to regions with extreme temperatures, particularly in the South and Southwestern states, where evaporative coolers are an essential solution for cooling during hot summers. In addition, the increasing e-commerce market has had a positive impact on the growth of the US e-commerce market by providing consumers with a convenient and accessible platform for online shopping, leading to higher online sales and market expansion. The German government's incentives and policies aimed at

promoting energy-efficient technologies have further stimulated the adoption of portable evaporative coolers. For instance, in Germany, the government's Energiewende initiative includes various incentives to promote energy-efficient technologies, contributing to the adoption of portable evaporative coolers. The German government offers financial support and subsidies to individuals and businesses investing in energy-efficient appliances, including cooling systems, further contributing to the market growth.

#### Market Dynamics:

**Growth Drivers:** The global portable evaporative cooler market growth is predicted to be supported by numerous growth drivers such as growing e-commerce, rapid urbanization, rising purchasing power, increasing remote working, rising average earth temperature, favorable energy conservation regulations, rising awareness about the advantages over traditional coolers, and many other factors. As global temperatures rise due to climate change, the demand for effective cooling solutions also increases. Portable evaporative coolers are well-suited for hot and arid climates, where the need for cooling is most pronounced. They rely on the evaporation of water to lower air temperature, making them an energy-efficient and cost-effective alternative to traditional air conditioning systems. The rising temperatures in many parts of the world create a greater market need for cooling solutions, leading to increased sales and adoption of portable evaporative coolers.

**Challenges:** However, the market growth would be negatively impacted by various challenges such as seasonal use, competition with air conditioner, limited cooling range, etc.

**Trends:** The market is projected to grow at a fast pace during the forecast period, due to various latest trends such as hybrid cooling solutions, increasing application in commercial sector, technological advancement, mass customization and personalization, etc. Hybrid cooling solutions, which combine portable evaporative coolers with other cooling methods like traditional air conditioning or ceiling fans, are expected to have a positive influence on the market growth of portable evaporative coolers in the coming years. This approach offers consumers a flexible and comprehensive solution for maintaining comfortable indoor environments. Portable evaporative coolers are particularly effective in dry and arid climates, where traditional air conditioning can be costly to operate. By integrating the two technologies, consumers can take advantage of the energy efficiency and eco-friendliness of evaporative cooling while still having the option of traditional cooling when needed, such as during extremely hot days.

### Impact Analysis of COVID-19 and Way Forward:

The COVID-19 pandemic initially had a negative impact on the portable evaporative cooler market in 2020 due to economic uncertainties, reduced consumer spending, and supply chain disruptions. However, the market showed signs of recovery as consumers adapted to the new normal and sought energy-efficient and environmentally friendly cooling solutions in subsequent years. The post-COVID-19 era has seen a positive shift in the portable evaporative cooler market, driven by a renewed focus on personal comfort, indoor air quality, sustainability, and energy efficiency. Consumers are increasingly turning to these devices as versatile and cost-effective solutions for cooling and improving their living spaces.

### Competitive Landscape:

The global portable evaporative cooler market is fragmented. The key players in the global portable evaporative cooler market are:

Bajaj Electricals Limited  
Honeywell International Inc.  
Orient Electric Limited  
Symphony Limited  
Meier Tobler Group AG (Portacool, LLC)  
Cool Boss, LLC  
Newair  
Kenstar  
Sunpentown International Inc. (SPT)  
Vankool Technology Co.  
Evapolar  
Hessaire Products Inc.

The key players in the market are investing in product innovation to develop new and improved portable evaporative coolers. For example, in September 2023, Cool Boss™ introduced the Coolee™ CL-240, a unique three-in-one portable air cooler. Compact and rechargeable, it combines an air cooler, ice chest and Bluetooth player in one go-everywhere package. On the other hand, in May 2023, Hessaire Products, Inc. rolled out its portable evaporative cooler in new colors. The MC18 now comes in a retro blue as well as three other colors and is available from many distributors. ?

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