

# Global Anti-direct Air Conditioner Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Anti-direct Air Conditioner market size is expected to reach \$ 27959 million by 2032, rising at a market growth of 8.5% CAGR during the forecast period (2026-2032).

In 2025, global Anti-direct Air Conditioner production reached approximately 32,890.5 K units, with an average global market price of around 465.8 USD/unit.

Anti-direct Air Conditioner refers to a type of air Conditioner equipment that integrates innovative air supply structure design, air flow control technology and intelligent sensing systems to avoid discomfort caused by direct cold or hot air blowing on the human body. Different from traditional air conditioners that only adjust wind direction, it achieves soft air supply through technologies such as micro-hole air diffusion, bionic air flow guidance, AI human-sensing avoidance and partitioned wind control, realizing the effect of 'having temperature adjustment without direct wind feeling'. It can adapt to the needs of different groups such as the elderly, infants and pregnant women, and is widely used in home, bedroom, nursery and other scenarios, becoming a typical representative of the upgrading of air Conditioner products towards comfort and intelligence.

The average single-line production capacity of Anti-direct Air Conditioner is 2,400 K units, the average gross profit margin was 28.3%.

The cost structure of Anti-direct Air Conditioner is dominated by core components and manufacturing, with clear weight distribution: core mechanical components account for the largest proportion at 35%-40%, including customized wind wheels, multi-layer air deflectors and precision transmission structures designed for anti-direct blow, which are

5%-8% higher than traditional air conditioners due to special structural design; electronic and intelligent components account for 20%-25%, covering sensors (millimeter-wave radar, human-sensing modules), AI control chips and smart circuit boards, which are the key to realizing active anti-direct blow functions; raw materials such as copper, aluminum and plastic account for 15%-20%, among which high-quality copper for heat exchangers and special plastic for air deflectors occupy the main part; manufacturing and assembly costs account for 10%-12%, including precision processing of special air outlets and debugging of intelligent systems; the remaining 8%-10% is used for R&D amortization (especially for anti-direct blow patent technologies) and packaging logistics.

The industry chain of Anti-direct Air Conditioner has a complete ecological layout covering upstream, midstream and downstream: the upstream is the supply of core materials and components, including raw material suppliers (copper, aluminum, special plastic), component manufacturers (customized wind wheels, millimeter-wave radar sensors, AI control chips, frequency conversion compressors) and technology providers (air flow control algorithms, intelligent sensing technologies); the midstream is composed of whole machine manufacturers, including domestic brands such as Midea, Gree, Haier and Hisense that have independent R&D capabilities for anti-direct blow technologies, as well as international brands like Daikin and Mitsubishi Electric, which integrate upstream components and carry out product design, assembly, testing and technical iteration; the downstream covers sales channels and end users, with sales relying on online platforms (e-commerce, brand official websites) and offline channels (physical stores, engineering channels), and end users including household consumers, real estate developers (for refined decoration projects) and commercial venues (nurseries, hotels), forming a complete industrial cycle driven by technology and demand.

The demand for Anti-direct Air Conditioner is jointly driven by multiple factors such as the upgrading of residents' consumption concepts, the frequent occurrence of extreme climates and the popularization of healthy living needs, with the market showing a steady growth trend; the rising demand for comfortable home environments among families with infants, the elderly and other sensitive groups, the policy guidance on high-quality home appliances and the incremental demand in emerging markets such as Southeast Asia have further boosted market expansion. Business opportunities lie in three core directions: first, deepening the integration of AI and sensing technologies to develop products with active human-sensing and scene-adaptive anti-direct blow capabilities; second, expanding the product matrix to cover household split units, central air conditioners and commercial models to meet diverse scenario needs; third, seizing

the export opportunity of cost-effective products to expand the share in global high-end comfort air Conditioner markets, while combining health functions such as sterilization and air purification to form differentiated competition advantages and break through industry homogenization.

This report studies the global Anti-direct Air Conditioner production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Anti-direct Air Conditioner and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Anti-direct Air Conditioner that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global Anti-direct Air Conditioner total production and demand, 2021-2032, (K Units)

Global Anti-direct Air Conditioner total production value, 2021-2032, (USD Million)

Global Anti-direct Air Conditioner production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Anti-direct Air Conditioner consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Anti-direct Air Conditioner domestic production, consumption, key domestic manufacturers and share

Global Anti-direct Air Conditioner production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Anti-direct Air Conditioner production by Air Supply Control Technology, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Anti-direct Air Conditioner production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Anti-direct Air Conditioner market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Daikin, Haier, GREE, Midea, Xiaomi, Hisense, Mitsubishi Electric, Mitsubishi Heavy Industries, Panasonic, AUX, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Anti-direct Air Conditioner market

### **Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Air Supply Control Technology, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Anti-direct Air Conditioner Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Anti-direct Air Conditioner Market, Segmentation by Air Supply Control Technology:

Micro Hole Diffusion Air Conditioner

Bionic Guided Air Conditioner

Intelligent Human Sensor Avoidance Air Conditioner

## Global Anti-direct Air Conditioner Market, Segmentation by Product Type:

Wall Mounted Split Air Conditioner

Cabinet Standing Air Conditioner

Central Ducted Air Conditioner

## Global Anti-direct Air Conditioner Market, Segmentation by Control Intelligence Level:

Fixed Comfort Mode Control

Scenario-Based Smart Control

## Global Anti-direct Air Conditioner Market, Segmentation by Application:

Residential

Commercial

## Companies Profiled:

Daikin

Haier

GREE

Midea

Xiaomi

Hisense

Mitsubishi Electric

Mitsubishi Heavy Industries

Panasonic

AUX

TCL

Changhong

Hitachi

**Key Questions Answered:**

1. How big is the global Anti-direct Air Conditioner market?
2. What is the demand of the global Anti-direct Air Conditioner market?
3. What is the year over year growth of the global Anti-direct Air Conditioner market?
4. What is the production and production value of the global Anti-direct Air Conditioner market?
5. Who are the key producers in the global Anti-direct Air Conditioner market?
6. What are the growth factors driving the market demand?

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