

Global Desktop Air Circulation Fan Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Desktop Air Circulation Fan market size is expected to reach \$ 1591 million by 2032, rising at a market growth of 6.3% CAGR during the forecast period (2026-2032).

In 2025, global production of desktop air circulation fans reached 15.78 million units, with an average selling price of US\$64 per unit. Desktop air circulation fans are small, desktop circulating air devices designed to achieve 'uniform air mixing in a space.' Through a more concentrated jet of air, higher static pressure air ducts/guide grilles, and oscillation in all directions, they disperse the hot and cold air stratification caused by air conditioning/heating, reducing dead zones in the room. Unlike traditional table fans that focus on 'direct blowing for a feeling of cooling,' they emphasize 'distance delivery, return flow, and circulation,' making them suitable for quiet bedrooms, large living rooms, offices/server rooms, and commercial public spaces. The upstream of the industry chain mainly includes motors and drives (AC to DC brushless/BLDC), impellers and air ducts/volutes and air guides (determining air distance and static pressure), control boards and sensors (temperature and humidity/timer/remote control/partial intelligent linkage), structural components and molds (injection molded parts, metal parts), etc.; the midstream involves manufacturers providing aerodynamic design and NVH (noise, vibration), reliability/safety certification, and integration of appearance and interaction (touch/remote control/APP); the downstream enters home, office, and light commercial scenarios through e-commerce and offline home appliance channels, as well as cross-border channels. Gross profit margins exhibit a structure of 'lower margins at the manufacturing end, with brand and channel determining the premium,' ranging from approximately 15% to 25%.

Globally, supply is highly concentrated in the East Asian manufacturing chain (primarily the ODM system in China/Southeast Asia), while demand shows a stratification of 'volume-driven in Asia-Pacific, and high-end in Europe and America.' The Asia-Pacific

region is more driven by high-temperature, high-humidity scenarios and the combined use of air conditioning. China, with its complete industrial chain and strongest cost control capabilities, is a major exporter of air circulators globally. North America and Western Europe prioritize energy efficiency, low noise, and design/brand premium, making them important mature consumer markets and home to high-value brands. They are driving the increase in the proportion of mid-to-high-end products through retail and cross-border channels. In terms of technological trends, the industry's main focus is on DC brushless motors and more refined silent control (reducing power consumption and increasing penetration in sleep scenarios), stronger aerodynamic design and longer air distance (improving whole-house mixing efficiency), 3D multi-directional oscillation and adaptive modes (temperature control/timer/human body sensing, etc.), and integration with the smart home ecosystem; meanwhile, a hybrid form of 'circulation + purification/heating' is emerging in some channels.

This report studies the global Desktop Air Circulation Fan production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Desktop Air Circulation Fan 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 Desktop Air Circulation Fan that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Desktop Air Circulation Fan total production and demand, 2021-2032, (K Units)

Global Desktop Air Circulation Fan total production value, 2021-2032, (USD Million)

Global Desktop Air Circulation Fan production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Desktop Air Circulation Fan consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Desktop Air Circulation Fan domestic production, consumption, key domestic manufacturers and share

Global Desktop Air Circulation Fan production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Desktop Air Circulation Fan production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Desktop Air Circulation Fan production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Desktop Air Circulation Fan 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 Whirlpool Corporation, Iris Ohyama,

Westinghouse, Daewoo, Vornado, MUJI, Balmuda, Airmate, Panasonic, SAMPO, 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 Desktop Air Circulation Fan 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 Type, 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 Desktop Air Circulation Fan Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Desktop Air Circulation Fan Market, Segmentation by Type:

Fixed/Single Axis Oscillating Head

Dual Axis/3D Oscillating Head

Global Desktop Air Circulation Fan Market, Segmentation by Airflow Organization:

Directional Jet Type

3D Multi-directional Oscillating Type

All-Area Oscillating Type

Global Desktop Air Circulation Fan Market, Segmentation by Motors and Control:

AC Motor

DC Brushless

Global Desktop Air Circulation Fan Market, Segmentation by Application:

Household Use

Commercial Use

Companies Profiled:

Whirlpool Corporation

Iris Ohyama

Westinghouse

Daewoo

Vornado

MUJI

Balmuda

Airmate

Panasonic

SAMPO

Midea Group

Changhong Meiling

Hefei Royalstar Electronic Appliance Group

Singfun

GD Shine Electric Appliances

AUX Group

Gree Electric Appliances

TCL Technology

Haier Group

Xiaomi

YAMAZEN

Koizumi Seiki

Twinbird

Doshisha Corporation

Key Questions Answered:

1. How big is the global Desktop Air Circulation Fan market?
2. What is the demand of the global Desktop Air Circulation Fan market?
3. What is the year over year growth of the global Desktop Air Circulation Fan market?
4. What is the production and production value of the global Desktop Air Circulation Fan market?

5. Who are the key producers in the global Desktop Air Circulation Fan market?
6. What are the growth factors driving the market demand?

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