

Global Floor-standing Air Circulating Fan Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Floor-standing Air Circulating Fan market size is expected to reach \$ 2597 million by 2032, rising at a market growth of 5.5% CAGR during the forecast period (2026-2032).

In 2025, global production of floor-standing air circulating fans reached 12.46 million units, with an average selling price of US\$139 per unit. Floor-standing air circulating fans are air circulators designed to achieve 'uniform air mixing throughout the room,' using floor-standing or freestanding stands. They utilize a more concentrated jet of air (higher static pressure ducts + air guide grilles/impeller design) to 'deliver and recirculate' hot/cold air from air conditioners, reducing thermal stratification and dead zones, and emphasizing 'spatial circulation efficiency, air distance, and multi-directional oscillation.' The upstream of the industry chain mainly includes motors and drives (BLDC/control boards), impellers and air ducts/volutes/air guides (determining air distance and static pressure), structural components and molds (mainly injection molding), sensors and human-machine interaction (remote control/touch control/temperature and humidity), power supplies and wiring harnesses, etc.; the midstream involves manufacturers providing aerodynamic design and NVH (noise, vibration), reliability/safety certification, and integration of appearance and interaction (touch control/remote control/APP); the downstream enters home, office and light commercial scenarios through e-commerce and offline home appliance channels, and 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%.

This report studies the global Floor-standing Air Circulating Fan production, demand, key manufacturers, and key regions.

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

Highlights and key features of the study

Global Floor-standing Air Circulating Fan total production and demand, 2021-2032, (K Units)

Global Floor-standing Air Circulating Fan total production value, 2021-2032, (USD Million)

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

Global Floor-standing Air Circulating Fan consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Floor-standing Air Circulating Fan domestic production, consumption, key domestic manufacturers and share

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

Global Floor-standing Air Circulating Fan production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Floor-standing Air Circulating Fan production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Floor-standing Air Circulating 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 Floor-standing Air Circulating 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 Floor-standing Air Circulating Fan Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Floor-standing Air Circulating Fan Market, Segmentation by Type:

Directional Jet Type

Wide-Angle Diffusion Type

3D Circulation Type

Global Floor-standing Air Circulating Fan Market, Segmentation by Motor Types:

DC Inverter

AC Fixed Frequency

Global Floor-standing Air Circulating 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 Floor-standing Air Circulating Fan market?
2. What is the demand of the global Floor-standing Air Circulating Fan market?
3. What is the year over year growth of the global Floor-standing Air Circulating Fan market?
4. What is the production and production value of the global Floor-standing Air Circulating Fan market?
5. Who are the key producers in the global Floor-standing Air Circulating Fan market?
6. What are the growth factors driving the market demand?

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