

Global Home Air Circulating Fan Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Home Air Circulating Fan market size was valued at US\$ 1327 million in 2025 and is forecast to a readjusted size of US\$ 1807 million by 2032 with a CAGR of 4.4% during review period.

In 2025, global production of home air circulating fans reached 21.86 million units, with an average selling price of US\$59 per unit. Household air circulators are air delivery devices designed for home living spaces, aiming to achieve 'uniform air mixing throughout the room.' They use a more concentrated jet of air (air duct/guide grille + impeller aerodynamic design) to deliver cool/hot air from the air conditioner to the walls or ceiling, creating a recirculation effect and reducing thermal stratification and dead zones. Unlike traditional household fans that focus on 'direct cooling,' air circulators emphasize 'far-reaching, recirculating, and uniform cooling.' The upstream of the industry chain mainly includes motors and drives (BLDC/control boards), impellers and air ducts/volutes/guide grilles (determining air distance and static pressure), structural components and molds (primarily injection molding), sensors and human-machine interaction (remote control/touch control/temperature and humidity control), power supplies and wiring harnesses, etc. The midstream involves manufacturers providing aerodynamic design and NVH (noise, vibration), reliability/safety certifications, and integration of appearance and interaction (touch control/remote control/APP). The downstream enters the home through e-commerce, appliance chains, and cross-border channels, often forming a 'synergistic' consumer logic with air conditioners, dehumidifiers, and fresh air systems. 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 is a detailed and comprehensive analysis for global Home Air Circulating Fan market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Home Air Circulating Fan market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Home Air Circulating Fan market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Home Air Circulating Fan market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Home Air Circulating Fan market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Home Air Circulating Fan
- To forecast future growth in each product and end-use market
- To assess competitive factors affecting the marketplace

This report profiles key players in the global Home Air Circulating Fan market based on the following parameters - company overview, sales quantity, revenue, 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.

Market Segmentation

Home Air Circulating Fan market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Floor-standing

Desktop

Market segment by Airflow Organization

Directional Jet Type

3D Multi-directional Oscillating Type

All-Area Oscillating Type

Market segment by Application

Living Room

Bedroom

Study Dining

Room

Major players covered

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

Market segment by region, regional analysis covers
North America (United States, Canada, and Mexico)
Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)
Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)
South America (Brazil, Argentina, Colombia, and Rest of South America)
Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Home Air Circulating Fan product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Home Air Circulating Fan, with price, sales quantity, revenue, and global market share of Home Air Circulating Fan from 2021 to 2026.

Chapter 3, the Home Air Circulating Fan competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Home Air Circulating Fan breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Home Air Circulating Fan market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Home Air Circulating Fan.

Chapter 14 and 15, to describe Home Air Circulating Fan sales channel, distributors, customers, research findings and conclusion.

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