

Global Vertical Floor-Standing 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 Vertical Floor-Standing Air Circulating Fan market size was valued at US\$ 1782 million in 2025 and is forecast to a readjusted size of US\$ 2597 million by 2032 with a CAGR of 5.5% during review period.

In 2025, global production of vertical floor-standing air circulating fans reached 12.46 million units, with an average selling price of US\$139 per unit. Vertical floor-standing air circulating fans are air circulators designed to achieve 'uniform air mixing throughout the room,' using a floor-standing/standing stand. They utilize a more concentrated jet of air (higher static pressure air ducts + air guide grille/impeller design) to 'deliver and recirculate' cool/hot air from air conditioning, reducing thermal stratification and dead zones, and emphasizing 'space 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 (which determine 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 provides manufacturers with 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. The gross profit margin shows a structure of 'lower margin at the manufacturing end, and brand and channel determine the premium', ranging from about 15% to 25%.

This report is a detailed and comprehensive analysis for global Vertical Floor-Standing 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 Vertical Floor-Standing Air Circulating Fan market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Vertical Floor-Standing 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 Vertical Floor-Standing 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 Vertical Floor-Standing 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 Vertical Floor-Standing 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 Vertical Floor-Standing 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

Vertical Floor-Standing 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

Directional Jet Type

Wide-Angle Diffusion Type

3D Circulation Type

Market segment by Motor Types

DC Inverter

AC Fixed Frequency

Market segment by Application

Household Use

Commercial Use

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 Vertical Floor-Standing Air Circulating Fan product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Vertical Floor-Standing 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 Vertical Floor-Standing 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 Vertical Floor-Standing Air Circulating Fan.

Chapter 14 and 15, to describe Vertical Floor-Standing Air Circulating Fan sales channel, distributors, customers, research findings and conclusion.

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