

Global Whole House Fresh Air System 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 Whole House Fresh Air System market size was valued at US\$ 4169 million in 2025 and is forecast to a readjusted size of US\$ 5436 million by 2032 with a CAGR of 3.9% during review period.

In 2024, global Whole House Fresh Air System production reached approximately 3 million units, with an average global market price of around US\$ 1300 per unit. Whole House Fresh Air System is a set of independent air treatment system, consisting of fresh air ventilator and pipe accessories. Fresh air will be transported through the pipeline to the interior by fresh air ventilator, while the indoor dirty, low oxygen content of air will be emitted to outdoor. Gross margins for Whole House Fresh Air Systems typically achieve roughly 25?40%.

The Whole House Fresh Air System market is experiencing steady growth as consumers and builders place increasing emphasis on indoor air quality, energy efficiency, and healthy living environments. Demand is driven by rising awareness of pollutants, stricter building codes, and the shift toward airtight, energy-efficient homes that require mechanical ventilation to maintain proper airflow. Technologies such as heat recovery ventilators (HRVs) and energy recovery ventilators (ERVs) are becoming more popular due to their ability to improve air quality while reducing heating and cooling losses. Growth is strong in both new residential construction and retrofit projects, supported by government incentives, green-building certifications, and the expanding smart-home ecosystem. As manufacturers innovate with quieter, more efficient, and easier-to-install systems, the market is expected to continue expanding across North America, Europe, and rapidly urbanizing regions in Asia. The industrial chain for Whole House Fresh Air Systems?primarily Mechanical Ventilation with Heat

Recovery (MVHR) or Energy Recovery Ventilation (ERV) is a sophisticated, multi-layered ecosystem that bridges advanced manufacturing, construction, and building services. It integrates specialized component production, system engineering, and technical installation to deliver holistic indoor air quality (IAQ) and energy efficiency solutions. The upstream segment is dominated by high-precision component and material suppliers. This includes manufacturers of the system's core: heat/energy exchange cores (made of materials like aluminum, polymer membranes, or engineered paper), high-efficiency EC/DC motors and fans, high-grade filters (HEPA, activated carbon), sensors (CO₂, PM2.5, humidity), control panels/PCBs, and specialized ducting materials (insulated, low-leakage). The performance, cost, and innovation at this level—particularly in core efficiency, motor energy consumption, and filter technology—directly determine the final system's capabilities and market positioning. The midstream segment—system integration and branding—is where the greatest value is concentrated. Here, companies such as Zehnder, Swegon (Carrier), Mitsubishi Electric, and Daikin design, engineer, assemble, and brand complete ventilation units. This involves integrating upstream components into a cohesive, tested, and certified system, complete with proprietary control software and often smart-home compatibility. This stage requires significant investment in R&D for aerodynamics, acoustics, and thermal engineering, as well as compliance with international standards (e.g., Passive House certification, Eurovent, AHRI). Alongside these global brands, a growing number of ODM (Original Design Manufacturer) and specialized regional players serve specific market segments with cost-optimized or locally adapted solutions. The demand for Whole House Fresh Air Systems is growing rapidly, driven by increasing awareness of indoor air quality, energy efficiency, and healthy living environments. Modern airtight and energy-efficient homes require mechanical ventilation to ensure proper airflow, creating opportunities for heat recovery ventilators (HRVs) and energy recovery ventilators (ERVs). Market growth is supported by stricter building codes, green-building certifications, and government incentives promoting energy-saving solutions. Retrofit projects in existing homes also present significant opportunities, particularly in regions with aging housing stock. Additionally, the integration of smart-home technologies and IoT-enabled ventilation systems provides new revenue streams through advanced controls, monitoring, and maintenance services. Manufacturers that can offer quiet, efficient, and easy-to-install systems, coupled with comprehensive after-sales support, are well-positioned to capture market share in both residential and commercial segments globally.

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

Global Whole House Fresh Air System 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 Whole House Fresh Air System 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 Whole House Fresh Air System 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 Whole House Fresh Air System

- 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 Whole House Fresh Air System 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 Panasonic, Honeywell, Zehnder, BROAN, DAIKIN, Ziefir, BROAD, Dephina, Aldes, Vortice, etc.

This report also provides key insights about market drivers, restraints, opportunities,

new product launches or approvals.

Market Segmentation

Whole House Fresh Air System 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

Ducted

Ductless

Market segment by Installation Method

Ceiling-Mounted

Wall-Mounted

Others

Market segment by Ventilation

Exhaust Ventilation

Supply Ventilation

Market segment by Application

Residential

Commercial

Major players covered

Panasonic

Honeywell

Zehnder

BROAN

DAIKIN

Ziefir

BROAD

Dephina

Aldes

Vortice

BLLC

Dream Maker

SIEGENIA

Airdow

GOODNIGHT

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 Whole House Fresh Air System product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Whole House Fresh Air System, with price, sales quantity, revenue, and global market share of Whole House Fresh Air System from 2021 to 2026.

Chapter 3, the Whole House Fresh Air System competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Whole House Fresh Air System 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 Whole House Fresh Air System 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 Whole House Fresh Air System.

Chapter 14 and 15, to describe Whole House Fresh Air System sales channel, distributors, customers, research findings and conclusion.

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