

Global Whole-House Ventilation System Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G594013F757FEN.html>

Date: January 2026

Pages: 123

Price: US\$ 4,480.00 (Single User License)

ID: G594013F757FEN

Abstracts

The global Whole-House Ventilation System market size is expected to reach \$ 5436 million by 2032, rising at a market growth of 3.9% CAGR during the forecast period (2026-2032).

In 2024, global Whole-House Ventilation System production reached approximately 3 million units, with an average global market price of around US\$ 1300 per unit. Whole-house Ventilation 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 Ventilation Systems typically achieve roughly 25–40%.

The whole-house ventilation 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 Ventilation 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 ventilation 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 studies the global Whole-House Ventilation System production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Whole-

House Ventilation System 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 Whole-House Ventilation System that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Whole-House Ventilation System total production and demand, 2021-2032, (K Units)

Global Whole-House Ventilation System total production value, 2021-2032, (USD Million)

Global Whole-House Ventilation System production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Whole-House Ventilation System consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Whole-House Ventilation System domestic production, consumption, key domestic manufacturers and share

Global Whole-House Ventilation System production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Whole-House Ventilation System production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Whole-House Ventilation System production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Whole-House Ventilation System 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 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Whole-House Ventilation System market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (USD/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 Whole-House Ventilation System Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Whole-House Ventilation System Market, Segmentation by Type:

Ducted

Ductless

Global Whole-House Ventilation System Market, Segmentation by Installation Method:

Ceiling-Mounted

Wall-Mounted

Others

Global Whole-House Ventilation System Market, Segmentation by Ventilation:

Exhaust Ventilation

Supply Ventilation

Global Whole-House Ventilation System Market, Segmentation by Application:

Residential

Commercial

Companies Profiled:

Panasonic

Honeywell

Zehnder

BROAN

DAIKIN

Ziefir

BROAD

Dephina

Aldes

Vortice

BLLC

Dream Maker

SIEGENIA

Airdow

GOODNIGHT

Key Questions Answered:

1. How big is the global Whole-House Ventilation System market?
2. What is the demand of the global Whole-House Ventilation System market?
3. What is the year over year growth of the global Whole-House Ventilation System market?
4. What is the production and production value of the global Whole-House Ventilation System market?
5. Who are the key producers in the global Whole-House Ventilation System market?
6. What are the growth factors driving the market demand?

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