

Global Air Circulating Fan Market Growth 2026-2032

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Abstracts

The global Air Circulating Fan market size is predicted to grow from US\$ 2010 million in 2025 to US\$ 2889 million in 2032; it is expected to grow at a CAGR of 5.3% from 2026 to 2032.

In 2025, global production of air circulating fans reached 26.34 million units, with an average selling price of \$78 per unit. Air circulating fans are air delivery devices designed for 'whole-house circulation.' Through high static pressure ducts/vortex airflow structures and concentrated jets, they push air towards walls/ceilings to create a recirculation effect, thereby breaking up temperature stratification and reducing indoor 'dead zones.' They are often used as a co-current terminal for air conditioning/heating/fresh air systems to improve the uniformity of perceived temperature and energy efficiency. While still essentially a fan, unlike traditional direct-blowing fans that emphasize 'cooling people,' air circulators prioritize 'mixing the air in a space.' They are used in quiet bedrooms, large living rooms, offices/server rooms, and commercial public spaces. In summer, they work with air conditioners to 'deliver and mix' cool air to reduce dependence on set temperatures; in winter, they 'push back' hot air from the ceiling to the living area to improve heating evenness; during transitional seasons, they work with open windows to create more effective cross ventilation; and in humid areas, they work with dehumidifiers to enhance air exchange and comfort. The upstream of the industry chain mainly includes motors and drives (AC to DC brushless/BLDC), impellers and air ducts/volutes and air guides (determining air distance and static pressure), control boards and sensors (temperature and humidity/timer/remote control/partial intelligent linkage), structural components and molds (injection molded parts, metal parts), etc.; the midstream provides manufacturers with aerodynamic design and NVH (noise, vibration), reliability/safety certification, as well as integration of appearance and interaction (touch/remote control/APP); the downstream enters home, office and light commercial scenarios through e-commerce and offline home appliance channels, cross-border channels, and often forms a linkage

sales with air conditioners and fresh air/dehumidifiers. 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 30%.

Globally, the supply side is highly concentrated in the East Asian manufacturing chain (mainly the ODM system in China/Southeast Asia), while the demand side shows a stratification of 'Asia-Pacific focusing on volume, Europe and America focusing on high-end products': Asia-Pacific is more driven by high temperature and humidity and the use of air conditioning in conjunction with other scenarios. Among them, China has a complete industrial chain and the strongest cost control capabilities, making it the world's main exporter of air circulating fans. North America and Western Europe value energy efficiency, low noise, and design/brand premium, and are important mature consumer markets and home to high-value brands, driving the increase in the proportion of mid-to-high-end products through retail and cross-border channels. In terms of technological trends, the industry's main focus is on DC brushless and more refined silent control (reducing power consumption and increasing penetration in sleep scenarios), stronger aerodynamic design and longer air distance (improving whole-house mixing efficiency), 3D multi-directional oscillation and adaptive modes (temperature control/timer/human body sensing, etc.), and linkage with the smart home ecosystem; at the same time, a 'circulation + purification/heating' composite form has appeared in some channels.

LP Information, Inc. (LPI) ' newest research report, the "Air Circulating Fan Industry Forecast" looks at past sales and reviews total world Air Circulating Fan sales in 2025, providing a comprehensive analysis by region and market sector of projected Air Circulating Fan sales for 2026 through 2032. With Air Circulating Fan sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Air Circulating Fan industry.

This Insight Report provides a comprehensive analysis of the global Air Circulating Fan landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Air Circulating Fan portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Air Circulating Fan market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Air Circulating Fan and breaks down the forecast by

Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Air Circulating Fan.

This report presents a comprehensive overview, market shares, and growth opportunities of Air Circulating Fan market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Floor-standing

Desktop

Segmentation by Airflow Organization:

Directional Jet Type

3D Multi-directional Oscillating Type

All-Area Oscillating Type

Segmentation by Motors and Control:

AC Motor

DC Brushless

Segmentation by Application:

Household Use

Commercial Use

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

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 Addressed in this Report

What is the 10-year outlook for the global Air Circulating Fan market?

What factors are driving Air Circulating Fan market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Air Circulating Fan market opportunities vary by end market size?

How does Air Circulating Fan break out by Type, by Application?

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Air Circulating Fan Annual Sales 2021-2032
 - 2.1.2 World Current & Future Analysis for Air Circulating Fan by Geographic Region, 2021, 2025 & 2032
 - 2.1.3 World Current & Future Analysis for Air Circulating Fan by Country/Region, 2021, 2025 & 2032
- 2.2 Air Circulating Fan Segment by Type
 - 2.2.1 Floor-standing
 - 2.2.2 Desktop
 - 2.2.3 Air Circulating Fan Sales by Type
 - 2.2.3.1 Global Air Circulating Fan Sales Market Share by Type (2021-2026)
 - 2.2.3.2 Global Air Circulating Fan Revenue and Market Share by Type (2021-2026)
 - 2.2.3.3 Global Air Circulating Fan Sale Price by Type (2021-2026)
- 2.3 Air Circulating Fan Segment by Airflow Organization
 - 2.3.1 Directional Jet Type
 - 2.3.2 3D Multi-directional Oscillating Type
 - 2.3.3 All-Area Oscillating Type
 - 2.3.4 Air Circulating Fan Sales by Airflow Organization
 - 2.3.4.1 Global Air Circulating Fan Sales Market Share by Airflow Organization (2021-2026)
 - 2.3.4.2 Global Air Circulating Fan Revenue and Market Share by Airflow Organization (2021-2026)
 - 2.3.4.3 Global Air Circulating Fan Sale Price by Airflow Organization (2021-2026)
- 2.4 Air Circulating Fan Segment by Motors and Control

2.4.1 AC Motor

2.4.2 DC Brushless

2.4.3 Air Circulating Fan Sales by Motors and Control

2.4.3.1 Global Air Circulating Fan Sales Market Share by Motors and Control
(2021-2026)

2.4.3.2 Global Air Circulating Fan Revenue and Market Share by Motors and Control
(2021-2026)

2.4.3.3 Global Air Circulating Fan Sale Price by Motors and Control (2021-2026)

2.5 Air Circulating Fan Segment by Application

2.5.1 Household Use

2.5.2 Commercial Use

2.5.3 Air Circulating Fan Sales by Application

2.5.3.1 Global Air Circulating Fan Sale Market Share by Application (2021-2026)

2.5.3.2 Global Air Circulating Fan Revenue and Market Share by Application
(2021-2026)

2.5.3.3 Global Air Circulating Fan Sale Price by Application (2021-2026)

3 GLOBAL BY COMPANY

3.1 Global Air Circulating Fan Breakdown Data by Company

3.1.1 Global Air Circulating Fan Annual Sales by Company (2021-2026)

3.1.2 Global Air Circulating Fan Sales Market Share by Company (2021-2026)

3.2 Global Air Circulating Fan Annual Revenue by Company (2021-2026)

3.2.1 Global Air Circulating Fan Revenue by Company (2021-2026)

3.2.2 Global Air Circulating Fan Revenue Market Share by Company (2021-2026)

3.3 Global Air Circulating Fan Sale Price by Company

3.4 Key Manufacturers Air Circulating Fan Producing Area Distribution, Sales Area,
Product Type

3.4.1 Key Manufacturers Air Circulating Fan Product Location Distribution

3.4.2 Players Air Circulating Fan Products Offered

3.5 Market Concentration Rate Analysis

3.5.1 Competition Landscape Analysis

3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

3.6 New Products and Potential Entrants

3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR AIR CIRCULATING FAN BY GEOGRAPHIC REGION

- 4.1 World Historic Air Circulating Fan Market Size by Geographic Region (2021-2026)
 - 4.1.1 Global Air Circulating Fan Annual Sales by Geographic Region (2021-2026)
 - 4.1.2 Global Air Circulating Fan Annual Revenue by Geographic Region (2021-2026)
- 4.2 World Historic Air Circulating Fan Market Size by Country/Region (2021-2026)
 - 4.2.1 Global Air Circulating Fan Annual Sales by Country/Region (2021-2026)
 - 4.2.2 Global Air Circulating Fan Annual Revenue by Country/Region (2021-2026)
- 4.3 Americas Air Circulating Fan Sales Growth
- 4.4 APAC Air Circulating Fan Sales Growth
- 4.5 Europe Air Circulating Fan Sales Growth
- 4.6 Middle East & Africa Air Circulating Fan Sales Growth

5 AMERICAS

- 5.1 Americas Air Circulating Fan Sales by Country
 - 5.1.1 Americas Air Circulating Fan Sales by Country (2021-2026)
 - 5.1.2 Americas Air Circulating Fan Revenue by Country (2021-2026)
- 5.2 Americas Air Circulating Fan Sales by Type (2021-2026)
- 5.3 Americas Air Circulating Fan Sales by Application (2021-2026)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

6 APAC

- 6.1 APAC Air Circulating Fan Sales by Region
 - 6.1.1 APAC Air Circulating Fan Sales by Region (2021-2026)
 - 6.1.2 APAC Air Circulating Fan Revenue by Region (2021-2026)
- 6.2 APAC Air Circulating Fan Sales by Type (2021-2026)
- 6.3 APAC Air Circulating Fan Sales by Application (2021-2026)
- 6.4 China
- 6.5 Japan
- 6.6 South Korea
- 6.7 Southeast Asia
- 6.8 India
- 6.9 Australia
- 6.10 China Taiwan

7 EUROPE

7.1 Europe Air Circulating Fan by Country

7.1.1 Europe Air Circulating Fan Sales by Country (2021-2026)

7.1.2 Europe Air Circulating Fan Revenue by Country (2021-2026)

7.2 Europe Air Circulating Fan Sales by Type (2021-2026)

7.3 Europe Air Circulating Fan Sales by Application (2021-2026)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Air Circulating Fan by Country

8.1.1 Middle East & Africa Air Circulating Fan Sales by Country (2021-2026)

8.1.2 Middle East & Africa Air Circulating Fan Revenue by Country (2021-2026)

8.2 Middle East & Africa Air Circulating Fan Sales by Type (2021-2026)

8.3 Middle East & Africa Air Circulating Fan Sales by Application (2021-2026)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

10.1 Raw Material and Suppliers

10.2 Manufacturing Cost Structure Analysis of Air Circulating Fan

10.3 Manufacturing Process Analysis of Air Circulating Fan

10.4 Industry Chain Structure of Air Circulating Fan

11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel

11.1.1 Direct Channels

11.1.2 Indirect Channels

11.2 Air Circulating Fan Distributors

11.3 Air Circulating Fan Customer

12 WORLD FORECAST REVIEW FOR AIR CIRCULATING FAN BY GEOGRAPHIC REGION

12.1 Global Air Circulating Fan Market Size Forecast by Region

12.1.1 Global Air Circulating Fan Forecast by Region (2027-2032)

12.1.2 Global Air Circulating Fan Annual Revenue Forecast by Region (2027-2032)

12.2 Americas Forecast by Country (2027-2032)

12.3 APAC Forecast by Region (2027-2032)

12.4 Europe Forecast by Country (2027-2032)

12.5 Middle East & Africa Forecast by Country (2027-2032)

12.6 Global Air Circulating Fan Forecast by Type (2027-2032)

12.7 Global Air Circulating Fan Forecast by Application (2027-2032)

13 KEY PLAYERS ANALYSIS

13.1 Whirlpool Corporation

13.1.1 Whirlpool Corporation Company Information

13.1.2 Whirlpool Corporation Air Circulating Fan Product Portfolios and Specifications

13.1.3 Whirlpool Corporation Air Circulating Fan Sales, Revenue, Price and Gross Margin (2021-2026)

13.1.4 Whirlpool Corporation Main Business Overview

13.1.5 Whirlpool Corporation Latest Developments

13.2 Iris Ohyama

13.2.1 Iris Ohyama Company Information

13.2.2 Iris Ohyama Air Circulating Fan Product Portfolios and Specifications

13.2.3 Iris Ohyama Air Circulating Fan Sales, Revenue, Price and Gross Margin (2021-2026)

13.2.4 Iris Ohyama Main Business Overview

13.2.5 Iris Ohyama Latest Developments

13.3 Westinghouse

13.3.1 Westinghouse Company Information

13.3.2 Westinghouse Air Circulating Fan Product Portfolios and Specifications

13.3.3 Westinghouse Air Circulating Fan Sales, Revenue, Price and Gross Margin (2021-2026)

13.3.4 Westinghouse Main Business Overview

13.3.5 Westinghouse Latest Developments

13.4 Daewoo

13.4.1 Daewoo Company Information

13.4.2 Daewoo Air Circulating Fan Product Portfolios and Specifications

13.4.3 Daewoo Air Circulating Fan Sales, Revenue, Price and Gross Margin (2021-2026)

13.4.4 Daewoo Main Business Overview

13.4.5 Daewoo Latest Developments

13.5 Vornado

13.5.1 Vornado Company Information

13.5.2 Vornado Air Circulating Fan Product Portfolios and Specifications

13.5.3 Vornado Air Circulating Fan Sales, Revenue, Price and Gross Margin (2021-2026)

13.5.4 Vornado Main Business Overview

13.5.5 Vornado Latest Developments

13.6 MUJI

13.6.1 MUJI Company Information

13.6.2 MUJI Air Circulating Fan Product Portfolios and Specifications

13.6.3 MUJI Air Circulating Fan Sales, Revenue, Price and Gross Margin (2021-2026)

13.6.4 MUJI Main Business Overview

13.6.5 MUJI Latest Developments

13.7 Balmuda

13.7.1 Balmuda Company Information

13.7.2 Balmuda Air Circulating Fan Product Portfolios and Specifications

13.7.3 Balmuda Air Circulating Fan Sales, Revenue, Price and Gross Margin (2021-2026)

13.7.4 Balmuda Main Business Overview

13.7.5 Balmuda Latest Developments

13.8 Airmate

13.8.1 Airmate Company Information

13.8.2 Airmate Air Circulating Fan Product Portfolios and Specifications

13.8.3 Airmate Air Circulating Fan Sales, Revenue, Price and Gross Margin (2021-2026)

13.8.4 Airmate Main Business Overview

13.8.5 Airmate Latest Developments

13.9 Panasonic

- 13.9.1 Panasonic Company Information
- 13.9.2 Panasonic Air Circulating Fan Product Portfolios and Specifications
- 13.9.3 Panasonic Air Circulating Fan Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.9.4 Panasonic Main Business Overview
- 13.9.5 Panasonic Latest Developments
- 13.10 SAMPO
 - 13.10.1 SAMPO Company Information
 - 13.10.2 SAMPO Air Circulating Fan Product Portfolios and Specifications
 - 13.10.3 SAMPO Air Circulating Fan Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.10.4 SAMPO Main Business Overview
 - 13.10.5 SAMPO Latest Developments
- 13.11 Midea Group
 - 13.11.1 Midea Group Company Information
 - 13.11.2 Midea Group Air Circulating Fan Product Portfolios and Specifications
 - 13.11.3 Midea Group Air Circulating Fan Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.11.4 Midea Group Main Business Overview
 - 13.11.5 Midea Group Latest Developments
- 13.12 Changhong Meiling
 - 13.12.1 Changhong Meiling Company Information
 - 13.12.2 Changhong Meiling Air Circulating Fan Product Portfolios and Specifications
 - 13.12.3 Changhong Meiling Air Circulating Fan Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.12.4 Changhong Meiling Main Business Overview
 - 13.12.5 Changhong Meiling Latest Developments
- 13.13 Hefei Royalstar Electronic Appliance Group
 - 13.13.1 Hefei Royalstar Electronic Appliance Group Company Information
 - 13.13.2 Hefei Royalstar Electronic Appliance Group Air Circulating Fan Product Portfolios and Specifications
 - 13.13.3 Hefei Royalstar Electronic Appliance Group Air Circulating Fan Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.13.4 Hefei Royalstar Electronic Appliance Group Main Business Overview
 - 13.13.5 Hefei Royalstar Electronic Appliance Group Latest Developments
- 13.14 Singfun
 - 13.14.1 Singfun Company Information
 - 13.14.2 Singfun Air Circulating Fan Product Portfolios and Specifications
 - 13.14.3 Singfun Air Circulating Fan Sales, Revenue, Price and Gross Margin

(2021-2026)

13.14.4 Singfun Main Business Overview

13.14.5 Singfun Latest Developments

13.15 GD Shine Electric Appliances

13.15.1 GD Shine Electric Appliances Company Information

13.15.2 GD Shine Electric Appliances Air Circulating Fan Product Portfolios and Specifications

13.15.3 GD Shine Electric Appliances Air Circulating Fan Sales, Revenue, Price and Gross Margin (2021-2026)

13.15.4 GD Shine Electric Appliances Main Business Overview

13.15.5 GD Shine Electric Appliances Latest Developments

13.16 AUX Group

13.16.1 AUX Group Company Information

13.16.2 AUX Group Air Circulating Fan Product Portfolios and Specifications

13.16.3 AUX Group Air Circulating Fan Sales, Revenue, Price and Gross Margin

(2021-2026)

13.16.4 AUX Group Main Business Overview

13.16.5 AUX Group Latest Developments

13.17 Gree Electric Appliances

13.17.1 Gree Electric Appliances Company Information

13.17.2 Gree Electric Appliances Air Circulating Fan Product Portfolios and Specifications

13.17.3 Gree Electric Appliances Air Circulating Fan Sales, Revenue, Price and Gross Margin (2021-2026)

13.17.4 Gree Electric Appliances Main Business Overview

13.17.5 Gree Electric Appliances Latest Developments

13.18 TCL Technology

13.18.1 TCL Technology Company Information

13.18.2 TCL Technology Air Circulating Fan Product Portfolios and Specifications

13.18.3 TCL Technology Air Circulating Fan Sales, Revenue, Price and Gross Margin

(2021-2026)

13.18.4 TCL Technology Main Business Overview

13.18.5 TCL Technology Latest Developments

13.19 Haier Group

13.19.1 Haier Group Company Information

13.19.2 Haier Group Air Circulating Fan Product Portfolios and Specifications

13.19.3 Haier Group Air Circulating Fan Sales, Revenue, Price and Gross Margin

(2021-2026)

13.19.4 Haier Group Main Business Overview

13.19.5 Haier Group Latest Developments

13.20 Xiaomi

13.20.1 Xiaomi Company Information

13.20.2 Xiaomi Air Circulating Fan Product Portfolios and Specifications

13.20.3 Xiaomi Air Circulating Fan Sales, Revenue, Price and Gross Margin (2021-2026)

13.20.4 Xiaomi Main Business Overview

13.20.5 Xiaomi Latest Developments

13.21 YAMAZEN

13.21.1 YAMAZEN Company Information

13.21.2 YAMAZEN Air Circulating Fan Product Portfolios and Specifications

13.21.3 YAMAZEN Air Circulating Fan Sales, Revenue, Price and Gross Margin (2021-2026)

13.21.4 YAMAZEN Main Business Overview

13.21.5 YAMAZEN Latest Developments

13.22 Koizumi Seiki

13.22.1 Koizumi Seiki Company Information

13.22.2 Koizumi Seiki Air Circulating Fan Product Portfolios and Specifications

13.22.3 Koizumi Seiki Air Circulating Fan Sales, Revenue, Price and Gross Margin (2021-2026)

13.22.4 Koizumi Seiki Main Business Overview

13.22.5 Koizumi Seiki Latest Developments

13.23 Twinbird

13.23.1 Twinbird Company Information

13.23.2 Twinbird Air Circulating Fan Product Portfolios and Specifications

13.23.3 Twinbird Air Circulating Fan Sales, Revenue, Price and Gross Margin (2021-2026)

13.23.4 Twinbird Main Business Overview

13.23.5 Twinbird Latest Developments

13.24 Doshisha Corporation

13.24.1 Doshisha Corporation Company Information

13.24.2 Doshisha Corporation Air Circulating Fan Product Portfolios and Specifications

13.24.3 Doshisha Corporation Air Circulating Fan Sales, Revenue, Price and Gross Margin (2021-2026)

13.24.4 Doshisha Corporation Main Business Overview

13.24.5 Doshisha Corporation Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Air Circulating Fan Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Table 2. Air Circulating Fan Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Floor-standing

Table 4. Major Players of Desktop

Table 5. Global Air Circulating Fan Sales by Type (2021-2026) & (K Units)

Table 6. Global Air Circulating Fan Sales Market Share by Type (2021-2026)

Table 7. Global Air Circulating Fan Revenue by Type (2021-2026) & (\$ million)

Table 8. Global Air Circulating Fan Revenue Market Share by Type (2021-2026)

Table 9. Global Air Circulating Fan Sale Price by Type (2021-2026) & (US\$/Unit)

Table 10. Major Players of Directional Jet Type

Table 11. Major Players of 3D Multi-directional Oscillating Type

Table 12. Major Players of All-Area Oscillating Type

Table 13. Global Air Circulating Fan Sales by Airflow Organization (2021-2026) & (K Units)

Table 14. Global Air Circulating Fan Sales Market Share by Airflow Organization (2021-2026)

Table 15. Global Air Circulating Fan Revenue by Airflow Organization (2021-2026) & (\$ million)

Table 16. Global Air Circulating Fan Revenue Market Share by Airflow Organization (2021-2026)

Table 17. Global Air Circulating Fan Sale Price by Airflow Organization (2021-2026) & (US\$/Unit)

Table 18. Major Players of AC Motor

Table 19. Major Players of DC Brushless

Table 20. Global Air Circulating Fan Sales by Motors and Control (2021-2026) & (K Units)

Table 21. Global Air Circulating Fan Sales Market Share by Motors and Control (2021-2026)

Table 22. Global Air Circulating Fan Revenue by Motors and Control (2021-2026) & (\$ million)

Table 23. Global Air Circulating Fan Revenue Market Share by Motors and Control (2021-2026)

Table 24. Global Air Circulating Fan Sale Price by Motors and Control (2021-2026) &

(US\$/Unit)

Table 25. Global Air Circulating Fan Sale by Application (2021-2026) & (K Units)

Table 26. Global Air Circulating Fan Sale Market Share by Application (2021-2026)

Table 27. Global Air Circulating Fan Revenue by Application (2021-2026) & (\$ million)

Table 28. Global Air Circulating Fan Revenue Market Share by Application (2021-2026)

Table 29. Global Air Circulating Fan Sale Price by Application (2021-2026) & (US\$/Unit)

Table 30. Global Air Circulating Fan Sales by Company (2021-2026) & (K Units)

Table 31. Global Air Circulating Fan Sales Market Share by Company (2021-2026)

Table 32. Global Air Circulating Fan Revenue by Company (2021-2026) & (\$ millions)

Table 33. Global Air Circulating Fan Revenue Market Share by Company (2021-2026)

Table 34. Global Air Circulating Fan Sale Price by Company (2021-2026) & (US\$/Unit)

Table 35. Key Manufacturers Air Circulating Fan Producing Area Distribution and Sales Area

Table 36. Players Air Circulating Fan Products Offered

Table 37. Air Circulating Fan Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 38. New Products and Potential Entrants

Table 39. Market M&A Activity & Strategy

Table 40. Global Air Circulating Fan Sales by Geographic Region (2021-2026) & (K Units)

Table 41. Global Air Circulating Fan Sales Market Share Geographic Region (2021-2026)

Table 42. Global Air Circulating Fan Revenue by Geographic Region (2021-2026) & (\$ millions)

Table 43. Global Air Circulating Fan Revenue Market Share by Geographic Region (2021-2026)

Table 44. Global Air Circulating Fan Sales by Country/Region (2021-2026) & (K Units)

Table 45. Global Air Circulating Fan Sales Market Share by Country/Region (2021-2026)

Table 46. Global Air Circulating Fan Revenue by Country/Region (2021-2026) & (\$ millions)

Table 47. Global Air Circulating Fan Revenue Market Share by Country/Region (2021-2026)

Table 48. Americas Air Circulating Fan Sales by Country (2021-2026) & (K Units)

Table 49. Americas Air Circulating Fan Sales Market Share by Country (2021-2026)

Table 50. Americas Air Circulating Fan Revenue by Country (2021-2026) & (\$ millions)

Table 51. Americas Air Circulating Fan Sales by Type (2021-2026) & (K Units)

Table 52. Americas Air Circulating Fan Sales by Application (2021-2026) & (K Units)

Table 53. APAC Air Circulating Fan Sales by Region (2021-2026) & (K Units)

Table 54. APAC Air Circulating Fan Sales Market Share by Region (2021-2026)

Table 55. APAC Air Circulating Fan Revenue by Region (2021-2026) & (\$ millions)

Table 56. APAC Air Circulating Fan Sales by Type (2021-2026) & (K Units)

Table 57. APAC Air Circulating Fan Sales by Application (2021-2026) & (K Units)

Table 58. Europe Air Circulating Fan Sales by Country (2021-2026) & (K Units)

Table 59. Europe Air Circulating Fan Revenue by Country (2021-2026) & (\$ millions)

Table 60. Europe Air Circulating Fan Sales by Type (2021-2026) & (K Units)

Table 61. Europe Air Circulating Fan Sales by Application (2021-2026) & (K Units)

Table 62. Middle East & Africa Air Circulating Fan Sales by Country (2021-2026) & (K Units)

Table 63. Middle East & Africa Air Circulating Fan Revenue Market Share by Country (2021-2026)

Table 64. Middle East & Africa Air Circulating Fan Sales by Type (2021-2026) & (K Units)

Table 65. Middle East & Africa Air Circulating Fan Sales by Application (2021-2026) & (K Units)

Table 66. Key Market Drivers & Growth Opportunities of Air Circulating Fan

Table 67. Key Market Challenges & Risks of Air Circulating Fan

Table 68. Key Industry Trends of Air Circulating Fan

Table 69. Air Circulating Fan Raw Material

Table 70. Key Suppliers of Raw Materials

Table 71. Air Circulating Fan Distributors List

Table 72. Air Circulating Fan Customer List

Table 73. Global Air Circulating Fan Sales Forecast by Region (2027-2032) & (K Units)

Table 74. Global Air Circulating Fan Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 75. Americas Air Circulating Fan Sales Forecast by Country (2027-2032) & (K Units)

Table 76. Americas Air Circulating Fan Annual Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 77. APAC Air Circulating Fan Sales Forecast by Region (2027-2032) & (K Units)

Table 78. APAC Air Circulating Fan Annual Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 79. Europe Air Circulating Fan Sales Forecast by Country (2027-2032) & (K Units)

Table 80. Europe Air Circulating Fan Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 81. Middle East & Africa Air Circulating Fan Sales Forecast by Country (2027-2032) & (K Units)

Table 82. Middle East & Africa Air Circulating Fan Revenue Forecast by Country

(2027-2032) & (\$ millions)

Table 83. Global Air Circulating Fan Sales Forecast by Type (2027-2032) & (K Units)

Table 84. Global Air Circulating Fan Revenue Forecast by Type (2027-2032) & (\$ millions)

Table 85. Global Air Circulating Fan Sales Forecast by Application (2027-2032) & (K Units)

Table 86. Global Air Circulating Fan Revenue Forecast by Application (2027-2032) & (\$ millions)

Table 87. Whirlpool Corporation Basic Information, Air Circulating Fan Manufacturing Base, Sales Area and Its Competitors

Table 88. Whirlpool Corporation Air Circulating Fan Product Portfolios and Specifications

Table 89. Whirlpool Corporation Air Circulating Fan Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 90. Whirlpool Corporation Main Business

Table 91. Whirlpool Corporation Latest Developments

Table 92. Iris Ohyama Basic Information, Air Circulating Fan Manufacturing Base, Sales Area and Its Competitors

Table 93. Iris Ohyama Air Circulating Fan Product Portfolios and Specifications

Table 94. Iris Ohyama Air Circulating Fan Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 95. Iris Ohyama Main Business

Table 96. Iris Ohyama Latest Developments

Table 97. Westinghouse Basic Information, Air Circulating Fan Manufacturing Base, Sales Area and Its Competitors

Table 98. Westinghouse Air Circulating Fan Product Portfolios and Specifications

Table 99. Westinghouse Air Circulating Fan Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 100. Westinghouse Main Business

Table 101. Westinghouse Latest Developments

Table 102. Daewoo Basic Information, Air Circulating Fan Manufacturing Base, Sales Area and Its Competitors

Table 103. Daewoo Air Circulating Fan Product Portfolios and Specifications

Table 104. Daewoo Air Circulating Fan Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 105. Daewoo Main Business

Table 106. Daewoo Latest Developments

Table 107. Vornado Basic Information, Air Circulating Fan Manufacturing Base, Sales Area and Its Competitors

Table 108. Vornado Air Circulating Fan Product Portfolios and Specifications
Table 109. Vornado Air Circulating Fan Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 110. Vornado Main Business
Table 111. Vornado Latest Developments
Table 112. MUJI Basic Information, Air Circulating Fan Manufacturing Base, Sales Area and Its Competitors
Table 113. MUJI Air Circulating Fan Product Portfolios and Specifications
Table 114. MUJI Air Circulating Fan Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 115. MUJI Main Business
Table 116. MUJI Latest Developments
Table 117. Balmuda Basic Information, Air Circulating Fan Manufacturing Base, Sales Area and Its Competitors
Table 118. Balmuda Air Circulating Fan Product Portfolios and Specifications
Table 119. Balmuda Air Circulating Fan Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 120. Balmuda Main Business
Table 121. Balmuda Latest Developments
Table 122. Airmate Basic Information, Air Circulating Fan Manufacturing Base, Sales Area and Its Competitors
Table 123. Airmate Air Circulating Fan Product Portfolios and Specifications
Table 124. Airmate Air Circulating Fan Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 125. Airmate Main Business
Table 126. Airmate Latest Developments
Table 127. Panasonic Basic Information, Air Circulating Fan Manufacturing Base, Sales Area and Its Competitors
Table 128. Panasonic Air Circulating Fan Product Portfolios and Specifications
Table 129. Panasonic Air Circulating Fan Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 130. Panasonic Main Business
Table 131. Panasonic Latest Developments
Table 132. SAMPO Basic Information, Air Circulating Fan Manufacturing Base, Sales Area and Its Competitors
Table 133. SAMPO Air Circulating Fan Product Portfolios and Specifications
Table 134. SAMPO Air Circulating Fan Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 135. SAMPO Main Business

Table 136. SAMPO Latest Developments

Table 137. Midea Group Basic Information, Air Circulating Fan Manufacturing Base, Sales Area and Its Competitors

Table 138. Midea Group Air Circulating Fan Product Portfolios and Specifications

Table 139. Midea Group Air Circulating Fan Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 140. Midea Group Main Business

Table 141. Midea Group Latest Developments

Table 142. Changhong Meiling Basic Information, Air Circulating Fan Manufacturing Base, Sales Area and Its Competitors

Table 143. Changhong Meiling Air Circulating Fan Product Portfolios and Specifications

Table 144. Changhong Meiling Air Circulating Fan Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 145. Changhong Meiling Main Business

Table 146. Changhong Meiling Latest Developments

Table 147. Hefei Royalstar Electronic Appliance Group Basic Information, Air Circulating Fan Manufacturing Base, Sales Area and Its Competitors

Table 148. Hefei Royalstar Electronic Appliance Group Air Circulating Fan Product Portfolios and Specifications

Table 149. Hefei Royalstar Electronic Appliance Group Air Circulating Fan Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 150. Hefei Royalstar Electronic Appliance Group Main Business

Table 151. Hefei Royalstar Electronic Appliance Group Latest Developments

Table 152. Singfun Basic Information, Air Circulating Fan Manufacturing Base, Sales Area and Its Competitors

Table 153. Singfun Air Circulating Fan Product Portfolios and Specifications

Table 154. Singfun Air Circulating Fan Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 155. Singfun Main Business

Table 156. Singfun Latest Developments

Table 157. GD Shine Electric Appliances Basic Information, Air Circulating Fan Manufacturing Base, Sales Area and Its Competitors

Table 158. GD Shine Electric Appliances Air Circulating Fan Product Portfolios and Specifications

Table 159. GD Shine Electric Appliances Air Circulating Fan Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 160. GD Shine Electric Appliances Main Business

Table 161. GD Shine Electric Appliances Latest Developments

Table 162. AUX Group Basic Information, Air Circulating Fan Manufacturing Base,

Sales Area and Its Competitors

Table 163. AUX Group Air Circulating Fan Product Portfolios and Specifications

Table 164. AUX Group Air Circulating Fan Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 165. AUX Group Main Business

Table 166. AUX Group Latest Developments

Table 167. Gree Electric Appliances Basic Information, Air Circulating Fan Manufacturing Base, Sales Area and Its Competitors

Table 168. Gree Electric Appliances Air Circulating Fan Product Portfolios and Specifications

Table 169. Gree Electric Appliances Air Circulating Fan Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 170. Gree Electric Appliances Main Business

Table 171. Gree Electric Appliances Latest Developments

Table 172. TCL Technology Basic Information, Air Circulating Fan Manufacturing Base, Sales Area and Its Competitors

Table 173. TCL Technology Air Circulating Fan Product Portfolios and Specifications

Table 174. TCL Technology Air Circulating Fan Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 175. TCL Technology Main Business

Table 176. TCL Technology Latest Developments

Table 177. Haier Group Basic Information, Air Circulating Fan Manufacturing Base, Sales Area and Its Competitors

Table 178. Haier Group Air Circulating Fan Product Portfolios and Specifications

Table 179. Haier Group Air Circulating Fan Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 180. Haier Group Main Business

Table 181. Haier Group Latest Developments

Table 182. Xiaomi Basic Information, Air Circulating Fan Manufacturing Base, Sales Area and Its Competitors

Table 183. Xiaomi Air Circulating Fan Product Portfolios and Specifications

Table 184. Xiaomi Air Circulating Fan Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 185. Xiaomi Main Business

Table 186. Xiaomi Latest Developments

Table 187. YAMAZEN Basic Information, Air Circulating Fan Manufacturing Base, Sales Area and Its Competitors

Table 188. YAMAZEN Air Circulating Fan Product Portfolios and Specifications

Table 189. YAMAZEN Air Circulating Fan Sales (K Units), Revenue (\$ Million), Price

(US\$/Unit) and Gross Margin (2021-2026)

Table 190. YAMAZEN Main Business

Table 191. YAMAZEN Latest Developments

Table 192. Koizumi Seiki Basic Information, Air Circulating Fan Manufacturing Base, Sales Area and Its Competitors

Table 193. Koizumi Seiki Air Circulating Fan Product Portfolios and Specifications

Table 194. Koizumi Seiki Air Circulating Fan Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 195. Koizumi Seiki Main Business

Table 196. Koizumi Seiki Latest Developments

Table 197. Twinbird Basic Information, Air Circulating Fan Manufacturing Base, Sales Area and Its Competitors

Table 198. Twinbird Air Circulating Fan Product Portfolios and Specifications

Table 199. Twinbird Air Circulating Fan Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 200. Twinbird Main Business

Table 201. Twinbird Latest Developments

Table 202. Doshisha Corporation Basic Information, Air Circulating Fan Manufacturing Base, Sales Area and Its Competitors

Table 203. Doshisha Corporation Air Circulating Fan Product Portfolios and Specifications

Table 204. Doshisha Corporation Air Circulating Fan Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 205. Doshisha Corporation Main Business

Table 206. Doshisha Corporation Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of Air Circulating Fan
- Figure 2. Air Circulating Fan Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Air Circulating Fan Sales Growth Rate 2021-2032 (K Units)
- Figure 7. Global Air Circulating Fan Revenue Growth Rate 2021-2032 (\$ millions)
- Figure 8. Air Circulating Fan Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 9. Air Circulating Fan Sales Market Share by Country/Region (2025)
- Figure 10. Air Circulating Fan Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 11. Product Picture of Floor-standing
- Figure 12. Product Picture of Desktop
- Figure 13. Global Air Circulating Fan Sales Market Share by Type in 2026
- Figure 14. Global Air Circulating Fan Revenue Market Share by Type (2021-2026)
- Figure 15. Product Picture of Directional Jet Type
- Figure 16. Product Picture of 3D Multi-directional Oscillating Type
- Figure 17. Product Picture of All-Area Oscillating Type
- Figure 18. Global Air Circulating Fan Sales Market Share by Airflow Organization in 2026
- Figure 19. Global Air Circulating Fan Revenue Market Share by Airflow Organization (2021-2026)
- Figure 20. Product Picture of AC Motor
- Figure 21. Product Picture of DC Brushless
- Figure 22. Global Air Circulating Fan Sales Market Share by Motors and Control in 2026
- Figure 23. Global Air Circulating Fan Revenue Market Share by Motors and Control (2021-2026)
- Figure 24. Air Circulating Fan Consumed in Household Use
- Figure 25. Global Air Circulating Fan Market: Household Use (2021-2026) & (K Units)
- Figure 26. Air Circulating Fan Consumed in Commercial Use
- Figure 27. Global Air Circulating Fan Market: Commercial Use (2021-2026) & (K Units)
- Figure 28. Global Air Circulating Fan Sale Market Share by Application (2025)
- Figure 29. Global Air Circulating Fan Revenue Market Share by Application in 2025
- Figure 30. Air Circulating Fan Sales by Company in 2025 (K Units)

- Figure 31. Global Air Circulating Fan Sales Market Share by Company in 2025
- Figure 32. Air Circulating Fan Revenue by Company in 2025 (\$ millions)
- Figure 33. Global Air Circulating Fan Revenue Market Share by Company in 2025
- Figure 34. Global Air Circulating Fan Sales Market Share by Geographic Region (2021-2026)
- Figure 35. Global Air Circulating Fan Revenue Market Share by Geographic Region in 2025
- Figure 36. Americas Air Circulating Fan Sales 2021-2026 (K Units)
- Figure 37. Americas Air Circulating Fan Revenue 2021-2026 (\$ millions)
- Figure 38. APAC Air Circulating Fan Sales 2021-2026 (K Units)
- Figure 39. APAC Air Circulating Fan Revenue 2021-2026 (\$ millions)
- Figure 40. Europe Air Circulating Fan Sales 2021-2026 (K Units)
- Figure 41. Europe Air Circulating Fan Revenue 2021-2026 (\$ millions)
- Figure 42. Middle East & Africa Air Circulating Fan Sales 2021-2026 (K Units)
- Figure 43. Middle East & Africa Air Circulating Fan Revenue 2021-2026 (\$ millions)
- Figure 44. Americas Air Circulating Fan Sales Market Share by Country in 2025
- Figure 45. Americas Air Circulating Fan Revenue Market Share by Country (2021-2026)
- Figure 46. Americas Air Circulating Fan Sales Market Share by Type (2021-2026)
- Figure 47. Americas Air Circulating Fan Sales Market Share by Application (2021-2026)
- Figure 48. United States Air Circulating Fan Revenue Growth 2021-2026 (\$ millions)
- Figure 49. Canada Air Circulating Fan Revenue Growth 2021-2026 (\$ millions)
- Figure 50. Mexico Air Circulating Fan Revenue Growth 2021-2026 (\$ millions)
- Figure 51. Brazil Air Circulating Fan Revenue Growth 2021-2026 (\$ millions)
- Figure 52. APAC Air Circulating Fan Sales Market Share by Region in 2025
- Figure 53. APAC Air Circulating Fan Revenue Market Share by Region (2021-2026)
- Figure 54. APAC Air Circulating Fan Sales Market Share by Type (2021-2026)
- Figure 55. APAC Air Circulating Fan Sales Market Share by Application (2021-2026)
- Figure 56. China Air Circulating Fan Revenue Growth 2021-2026 (\$ millions)
- Figure 57. Japan Air Circulating Fan Revenue Growth 2021-2026 (\$ millions)
- Figure 58. South Korea Air Circulating Fan Revenue Growth 2021-2026 (\$ millions)
- Figure 59. Southeast Asia Air Circulating Fan Revenue Growth 2021-2026 (\$ millions)
- Figure 60. India Air Circulating Fan Revenue Growth 2021-2026 (\$ millions)
- Figure 61. Australia Air Circulating Fan Revenue Growth 2021-2026 (\$ millions)
- Figure 62. China Taiwan Air Circulating Fan Revenue Growth 2021-2026 (\$ millions)
- Figure 63. Europe Air Circulating Fan Sales Market Share by Country in 2025
- Figure 64. Europe Air Circulating Fan Revenue Market Share by Country (2021-2026)
- Figure 65. Europe Air Circulating Fan Sales Market Share by Type (2021-2026)
- Figure 66. Europe Air Circulating Fan Sales Market Share by Application (2021-2026)
- Figure 67. Germany Air Circulating Fan Revenue Growth 2021-2026 (\$ millions)

- Figure 68. France Air Circulating Fan Revenue Growth 2021-2026 (\$ millions)
- Figure 69. UK Air Circulating Fan Revenue Growth 2021-2026 (\$ millions)
- Figure 70. Italy Air Circulating Fan Revenue Growth 2021-2026 (\$ millions)
- Figure 71. Russia Air Circulating Fan Revenue Growth 2021-2026 (\$ millions)
- Figure 72. Middle East & Africa Air Circulating Fan Sales Market Share by Country (2021-2026)
- Figure 73. Middle East & Africa Air Circulating Fan Sales Market Share by Type (2021-2026)
- Figure 74. Middle East & Africa Air Circulating Fan Sales Market Share by Application (2021-2026)
- Figure 75. Egypt Air Circulating Fan Revenue Growth 2021-2026 (\$ millions)
- Figure 76. South Africa Air Circulating Fan Revenue Growth 2021-2026 (\$ millions)
- Figure 77. Israel Air Circulating Fan Revenue Growth 2021-2026 (\$ millions)
- Figure 78. Turkey Air Circulating Fan Revenue Growth 2021-2026 (\$ millions)
- Figure 79. GCC Countries Air Circulating Fan Revenue Growth 2021-2026 (\$ millions)
- Figure 80. Manufacturing Cost Structure Analysis of Air Circulating Fan in 2026
- Figure 81. Manufacturing Process Analysis of Air Circulating Fan
- Figure 82. Industry Chain Structure of Air Circulating Fan
- Figure 83. Channels of Distribution
- Figure 84. Global Air Circulating Fan Sales Market Forecast by Region (2027-2032)
- Figure 85. Global Air Circulating Fan Revenue Market Share Forecast by Region (2027-2032)
- Figure 86. Global Air Circulating Fan Sales Market Share Forecast by Type (2027-2032)
- Figure 87. Global Air Circulating Fan Revenue Market Share Forecast by Type (2027-2032)
- Figure 88. Global Air Circulating Fan Sales Market Share Forecast by Application (2027-2032)
- Figure 89. Global Air Circulating Fan Revenue Market Share Forecast by Application (2027-2032)

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