

Global Home Air Circulating Fan Market Growth 2026-2032

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Abstracts

The global Home Air Circulating Fan market size is predicted to grow from US\$ 1262 million in 2025 to US\$ 1745 million in 2032; it is expected to grow at a CAGR of 4.7% from 2026 to 2032.

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%.

United States market for Home Air Circulating Fan is estimated to increase from US\$

million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Home Air Circulating Fan is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Home Air Circulating Fan is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Home Air Circulating Fan players cover Whirlpool Corporation, Iris Ohyama, Westinghouse, Daewoo, Vornado, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LP Information, Inc. (LPI) ' newest research report, the "Home Air Circulating Fan Industry Forecast" looks at past sales and reviews total world Home Air Circulating Fan sales in 2025, providing a comprehensive analysis by region and market sector of projected Home Air Circulating Fan sales for 2026 through 2032. With Home 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 Home Air Circulating Fan industry.

This Insight Report provides a comprehensive analysis of the global Home 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 Home 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 Home Air Circulating Fan market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Home 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 Home Air Circulating Fan.

This report presents a comprehensive overview, market shares, and growth opportunities of Home 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 Application:

Living Room

Bedroom

Study Dining

Room

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 Home Air Circulating Fan market?

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

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

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

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

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