

Global Vertical Floor-Standing Air Circulating Fan Market Growth 2026-2032

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Abstracts

The global Vertical Floor-Standing Air Circulating Fan market size is predicted to grow from US\$ 1694 million in 2025 to US\$ 2517 million in 2032; it is expected to grow at a CAGR of 5.8% from 2026 to 2032.

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%.

United States market for Vertical Floor-Standing 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 Vertical Floor-Standing 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 Vertical Floor-Standing 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 Vertical Floor-Standing 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 'Vertical Floor-Standing Air Circulating Fan Industry Forecast' looks at past sales and reviews total world Vertical Floor-Standing Air Circulating Fan sales in 2025, providing a comprehensive analysis by region and market sector of projected Vertical Floor-Standing Air Circulating Fan sales for 2026 through 2032. With Vertical Floor-Standing 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 Vertical Floor-Standing Air Circulating Fan industry.

This Insight Report provides a comprehensive analysis of the global Vertical Floor-Standing 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 Vertical Floor-Standing 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 Vertical Floor-Standing Air Circulating Fan market.

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

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

Segmentation by Type:

Directional Jet Type

Wide-Angle Diffusion Type

3D Circulation Type

Segmentation by Motor Types:

DC Inverter

AC Fixed Frequency

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 Vertical Floor-Standing Air Circulating Fan market?

What factors are driving Vertical Floor-Standing Air Circulating Fan market growth, globally and by region?

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

How do Vertical Floor-Standing Air Circulating Fan market opportunities vary by end market size?

How does Vertical Floor-Standing Air Circulating Fan break out by Type, by Application?

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