

# **Dehumidifier Market Assessment, By Product Type [Refrigerative Dehumidifier, Desiccant Dehumidifier, Others], By Installation Type [Built-in Humidifiers, Portable Humidifiers], By Application [Household, Commercial, Industrial], By Special Features [Adjustable Humidity Control, Automatic Moisture Removal, Automatic Shutoff, Others], By Price Range [Value Segment, Premium Segment], By End-user [Individual Consumers, Retailers], By Distribution Channel [Multi-brand Stores, Exclusive Stores, Online Retail, Others], By Region, Opportunities and Forecast, 2017-2031F**

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## **Abstracts**

Global dehumidifier market has reached a value of USD 3.51 billion in 2023 and is anticipated to reach USD 5.81 billion by 2031, projecting a CAGR of 6.5% during the forecast period 2024-2031. The market is experiencing remarkable growth, driven by varied designs, types, and characteristics.

Key market players offer various options catering to different consumer preferences. The availability of various types and materials provide different features that further fuel the growth of the dehumidifiers market. It has been instrumental in propelling market growth, fostering innovation, and meeting varied consumer preferences. Key industry players play a pivotal role by offering an extensive range of options catering to diverse consumer demand.

A pivotal factor fuelling the surge in demand for dehumidifiers is the contemporary consumer inclination toward investing in appliances that enhance the quality of the surrounding air, promoting a healthier lifestyle. The heightened awareness among consumers has spurred the market's growth trajectory significantly.

Factors such as escalating consumer awareness of indoor air quality, the introduction of cutting-edge technological devices, and the increasing adoption of smart home appliances contribute to the rapid growth of the dehumidifier market.

In conclusion, the global dehumidifier market has experienced substantial growth driven by technological innovation, evolving consumer preferences, and a growing awareness of the importance of indoor air quality. The market's trajectory continues to trend upwards, supported by diverse offerings from key market players and a heightened focus on healthier living environments globally.

Corroventa Ltd. launched two latest dehumidifiers, the IA2 ES F and IL2 ES, in July 2023 for the industrial applications segment. These dehumidifiers are launched for small to medium applications, in warehousing facilities or storage, water treatment works, small buildings, cold rooms, or industrial premises. IA2 ES F is a powerful and flexible dehumidifier with two different air flows. It provides the consumers with the flexibility to maintain different pressures in the dehumidified area. IL2 ES P contains an integrated pump system to extract the condensate water.

### Growing Concerns for Mildew and Allergens

Dehumidifiers relieve allergies, molds, and mildew by effectively filtering pollen and dust particles. As the demand for these devices surge, numerous companies are expected to enter the market to address these issues and meet the requirements of the consumers. The increasing market demand for dehumidifiers reflects the response to the prevalent concerns and encourages companies to innovate and fulfill consumer needs by providing effective solutions.

For instance, recently, DriSteem, the premier manufacturer of evaporative cooling, humidification control, and water treatment products, entered the dehumidifier market with the launch of its newly developed CDS dehumidifier RL series in March 2023 and Additional RL Series Dehumidifier Models in August 2023. Initially, the company introduced the new dehumidifier line to remove moisture from commercial applications. It eliminates moisture from the air, reducing frost and condensation, along with

protection against mold, mildew, and fungus. In addition, RL Series Dehumidifiers have features such as an EC fan blower, thermostatic expansion valve, and variable speed compressor, added to further fuel the rising demand for dehumidifiers.

### Energy Efficiency as a Factor for Market Expansion

Although each dehumidifier available in the market is assigned a specific performance rating, the amount of energy measured in kilowatts necessary to extract and remove a liter of water from the atmosphere can fluctuate. The variability is influenced by several factors, including the ambient humidity, temperature in the environment, as well as the type and size of the dehumidifier unit chosen.

While, the energy efficient dehumidifiers can be initially expensive, they save the consumers' money over a longer period. It is the prime reason why consumers have shifted towards energy efficient dehumidifiers.

Manufacturers are developing and launching their innovations in the market to have a good hold on consumers. For example, in September 2022, Bry-Air launched 'BryShield' to prevent electronic corrosion in smaller rooms to remove gaseous contaminants. The innovation in the air filtration system was designed in a way that easily fits onto a false ceiling. It can be mounted compactly on the ceiling itself. The product is energy efficient with zero noise pollution and is remotely controlled. It was developed in two models, MCU-250 and MCU-100, in the beginning, and was made available on e-commerce websites.

### North America Dominates Global Dehumidifier Market

North America is dominating the dehumidifier market globally. There are several key factors responsible for the dominance of the region to continue to dominate during the forecast period.

The dehumidifier market reflects emerging trends that are reshaping consumer preferences. Among these trends, there's a noticeable surge in the demand for portable or standalone units, highlighting consumers' preference for compact and versatile solutions. The key trends that are popularizing in the dehumidifier market include desiccant.

Condair Group announced the launch of Condair DC-N on 27th April 2022. The product is a condensing dehumidifier comprising an external condenser unit that can dry a

particular area without overheating risks. Traditionally, the condensing dehumidifiers release heat from their inbuilt condensers in the room to dry the air. The Condair DC-N's condenser allows the warmth generated during the time of drying to exhaust, like a split air conditioner, which makes it easier to regulate the temperature of the room.

### Portable Dehumidifiers Hold a Larger Market Share in Terms of Volume

Globally, the dehumidifier market comprises various types of installation, for instance, built-in dehumidifiers and portable dehumidifiers, among which portable dehumidifiers dominate the industry. The reason behind the dominance is the portable dehumidifiers, which are easy to install and maintain and move from one spot to another.

Portable dehumidifiers offer distinct advantages such as simplified cleaning processes and easily accessible water collection tanks, enhancing their user-friendly appeal. Moreover, compared to built-in whole-house humidifiers, portable variants are cost-effective, making them a highly preferred choice among consumers seeking economical yet efficient moisture control solutions. The cost-effectiveness of portable dehumidifiers significantly contributes to their widespread popularity in the market.

The dehumidifier market is expected to boost in the future, supported by evolving consumer demands and technological advancements driving the market's trajectory towards greater efficiency and effectiveness in moisture control solutions.

In August 2023, Drynamic Inc. introduced their Titan Series, a self-powered, portable desiccant dehumidifier, which uses a built-in generator to reduce the cost of dehumidifying up to 80%. The product has a lightweight aluminum body and four-way forklift slots that help move the product to a job site quickly and easily.

### Key Players Landscape and Outlook

Global dehumidifier market features a competitive landscape with several key players. The key players have established a strong presence in the market with a wide variety of dehumidifiers catering to various consumer preferences. The outlook for these key players is positive, driven by the growing market of dehumidifiers worldwide. As the market expands, innovation in dehumidifiers has become pivotal for maintaining a competitive edge.

Additionally, marketing strategies focusing on attracting new segments of consumers and continuous product development are crucial in shaping the market landscape and brand

positioning. The evolving nature of consumer preferences necessitate continuous adaptation and innovation, driving the brands to remain agile in their approach to meet the ever-changing demands of the market.

In November 2022, Munters announced the acquisition of two companies, Hygromedia LLC, desiccant motor manufacturing company and Rotor Source Inc., desiccant dehumidifier producer. With the acquisition, Munters aim to strategically strengthen its business and creation of an additional channel for the purpose of marketing its product effectively.

Furthermore, Munters announced a new flagship store in the United States on October 25, 2023 to boost the sales of its dehumidification products and services in North American market. Munters aligned the launch as a response to the expanding demand for the temperature and humidity control appliances and solutions, driven by digitalization trends and expansive electrification. The launch was aimed to increase capacity, offering improved workflows, and support the delivery of higher levels of customer service in the target markets of Munters.

## Contents

### 1. RESEARCH METHODOLOGY

### 2. PROJECT SCOPE & DEFINITIONS

### 3. EXECUTIVE SUMMARY

### 4. VOICE OF CUSTOMER

4.1 Demographics (Cohort Analysis –Age; Gender; Income – Low, Mid and High; Geography; Nationality; Occupation; etc.)

4.2 Brand and Product Awareness

4.3 Variety of Types and Options

4.4 Factors Considered in Purchase Decision

4.4.1 Ease of Use

4.4.2 Noise level

4.4.3 Smart Features

4.4.4 Maintenance Cost

4.4.5 Quality

4.4.6 Brand Image

4.4.7 Product Variety and Range

4.4.8 Peer Influence

4.4.9 Advertisements

4.4.10 Innovation

4.4.11 Price

4.4.12 Availability and Accessibility

4.4.13 Promotional Discounts

4.5 Purchase Channel

4.6 Frequency of Purchase

4.7 Existing or Intended User

4.8 Recommendations from friends, family/online reviews

4.9 Role of Brand Ambassador or Influencer Marketing on Product/Brand Absorption

### 5. GLOBAL DEHUMIDIFIER MARKET OUTLOOK, 2017-2031F

5.1 Market Size & Forecast

5.1.1 By Value

5.1.2 By Volume

- 5.2 By Product Type
  - 5.2.1 Refrigerative Dehumidifier
  - 5.2.2 Desiccant Dehumidifier
  - 5.2.3 Others
- 5.3 By Installation Type
  - 5.3.1 Built-in Humidifiers
  - 5.3.2 Portable Humidifiers
- 5.4 By Application
  - 5.4.1 Household
  - 5.4.2 Commercial
  - 5.4.3 Industrial
- 5.5 By Special Features
  - 5.5.1 Adjustable Humidity Control
  - 5.5.2 Automatic Moisture Removal
  - 5.5.3 Automatic Shutoff
  - 5.5.4 Others
- 5.6 By Price Range
  - 5.6.1 Value Segment
  - 5.6.2 Premium Segment
- 5.7 By End-user
  - 5.7.1 Individual Consumers
  - 5.7.2 Retailers
- 5.8 By Distribution Channel
  - 5.8.1 Multi-brand Stores
  - 5.8.2 Exclusive Stores
  - 5.8.3 Online Retail
  - 5.8.4 Others
- 5.9 By Region
  - 5.9.1 North America
  - 5.9.2 Europe
  - 5.9.3 South America
  - 5.9.4 Asia-Pacific
  - 5.9.5 Middle East and Africa
- 5.10 By Company Market Share (%), 2023

## **6. GLOBAL DEHUMIDIFIER MARKET OUTLOOK, BY REGION, 2017-2031F**

- 6.1 North America\*
  - 6.1.1 Market Size & Forecast

- 6.1.1.1 By Value
- 6.1.1.2 By Volume
- 6.1.2 By Product Type
  - 6.1.2.1 Refrigerative Dehumidifier
  - 6.1.2.2 Desiccant Dehumidifier
  - 6.1.2.3 Others
- 6.1.3 By Installation Type
  - 6.1.3.1 Built-in Humidifiers
  - 6.1.3.2 Portable Humidifiers
- 6.1.4 By Application
  - 6.1.4.1 Household
  - 6.1.4.2 Commercial
  - 6.1.4.3 Industrial
- 6.1.5 By Special Features
  - 6.1.5.1 Adjustable Humidity Control
  - 6.1.5.2 Automatic Moisture Removal
  - 6.1.5.3 Automatic Shutoff
  - 6.1.5.4 Others
- 6.1.6 By Price Range
  - 6.1.6.1 Value Segment
  - 6.1.6.2 Premium Segment
- 6.1.7 By End-user
  - 6.1.7.1 Individual Consumers
  - 6.1.7.2 Retailers
- 6.1.8 By Distribution Channel
  - 6.1.8.1 Multi-brand Stores
  - 6.1.8.2 Exclusive Stores
  - 6.1.8.3 Online Retail
  - 6.1.8.4 Others
- 6.1.9 United States\*
  - 6.1.9.1 Market Size & Forecast
    - 6.1.9.1.1 By Value
    - 6.1.9.1.2 By Volume
  - 6.1.9.2 By Product Type
    - 6.1.9.2.1 Refrigerative Dehumidifier
    - 6.1.9.2.2 Desiccant Dehumidifier
    - 6.1.9.2.3 Others
  - 6.1.9.3 By Installation Type
    - 6.1.9.3.1 Built-in Humidifiers

6.1.9.3.2 Portable Humidifiers

6.1.9.4 By Application

6.1.9.4.1 Household

6.1.9.4.2 Commercial

6.1.9.4.3 Industrial

6.1.9.5 By Special Features

6.1.9.5.1 Adjustable Humidity Control

6.1.9.5.2 Automatic Moisture Removal

6.1.9.5.3 Automatic Shutoff

6.1.9.5.4 Others

6.1.9.6 By Price Range

6.1.9.6.1 Value Segment

6.1.9.6.2 Premium Segment

6.1.9.7 By End-user

6.1.9.7.1 Individual Consumers

6.1.9.7.2 Retailers

6.1.9.8 By Distribution Channel

6.1.9.8.1 Multi-brand Stores

6.1.9.8.2 Exclusive Stores

6.1.9.8.3 Online Retail

6.1.9.8.4 Others

6.1.10 Canada

6.1.11 Mexico

\*All segments will be provided for all regions and countries covered

6.2 Europe

6.2.1 Germany

6.2.2 France

6.2.3 Italy

6.2.4 United Kingdom

6.2.5 Russia

6.2.6 Netherlands

6.2.7 Spain

6.2.8 Turkey

6.2.9 Poland

6.3 South America

6.3.1 Brazil

6.3.2 Argentina

6.3.3 Mexico

6.4 Asia-Pacific

- 6.4.1 India
- 6.4.2 China
- 6.4.3 Japan
- 6.4.4 Australia
- 6.4.5 Vietnam
- 6.4.6 South Korea
- 6.4.7 Indonesia
- 6.4.8 Philippines
- 6.5 Middle East & Africa
  - 6.5.1 UAE
  - 6.5.2 Saudi Arabia
  - 6.5.3 South Africa

## **7. MARKET MAPPING, 2023**

- 7.1 By Product Type
- 7.2 By Installation Type
- 7.3 By Application
- 7.4 By Special Features
- 7.5 By Price Range
- 7.6 By End-user
- 7.7 By Distribution Channel
- 7.8 By Region

## **8. MACRO ENVIRONMENT AND INDUSTRY STRUCTURE**

- 8.1 Supply Demand Analysis
- 8.2 Import Export Analysis
- 8.3 Value Chain Analysis
- 8.4 PESTEL Analysis
  - 8.4.1 Political Factors
  - 8.4.2 Economic System
  - 8.4.3 Social Implications
  - 8.4.4 Technological Advancements
  - 8.4.5 Environmental Impacts
  - 8.4.6 Legal Compliances and Regulatory Policies (Statutory Bodies Included)
- 8.5 Porter's Five Forces Analysis
  - 8.5.1 Supplier Power
  - 8.5.2 Buyer Power

- 8.5.3 Substitution Threat
- 8.5.4 Threat from New Entrant
- 8.5.5 Competitive Rivalry

## **9. MARKET DYNAMICS**

- 9.1 Growth Drivers
- 9.2 Growth Inhibitors (Challenges and Restraints)

## **10. KEY PLAYERS LANDSCAPE**

- 10.1 Competition Matrix of Top Five Market Leaders
- 10.2 Market Revenue Analysis of Top Five Market Leaders (in %, 2023)
- 10.3 Mergers and Acquisitions/Joint Ventures (If Applicable)
- 10.4 SWOT Analysis (For Five Market Players)
- 10.5 Patent Analysis (If Applicable)

## **11. PRICING ANALYSIS**

## **12. CASE STUDIES**

## **13. KEY PLAYERS OUTLOOK**

- 13.1 LG Electronics Inc.
  - 13.1.1 Company Details
  - 13.1.2 Key Management Personnel
  - 13.1.3 Products & Services
  - 13.1.4 Financials (As reported)
  - 13.1.5 Key Market Focus & Geographical Presence
  - 13.1.6 Recent Developments
- 13.2 Honeywell International Inc.
- 13.3 General Electric company (Haier company)
- 13.4 Whirlpool Corporation
- 13.5 De'Longhi Appliances S.r.l.
- 13.6 Munters Group
- 13.7 Pahwa Group (Bry-Air (Asia) Pvt. Ltd.)
- 13.8 CondAir Group
- 13.9 Stulz GmbH
- 13.10 Danby Products Limited

\*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

## **14. STRATEGIC RECOMMENDATIONS**

## **15. ABOUT US & DISCLAIMER**

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