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Global Room Heaters Market Assessment, By Type [Fan Heaters, Convection Heaters, Radiant Heaters, Ceramic Heaters, Oil Filled Heaters, Others], By Energy Source [Electricity, Gas, Others], By Price Range [Budget Heaters, Mid-Range Heaters, Premium Heaters], By Distribution Channel [Online, Offline], By Region, Opportunities and Forecast, 2017-2031F

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Abstracts

Global room heaters market, a diverse area of the heating solutions industry, has experienced substantial expansion and innovation due to changing customer demands, changing weather conditions and technical advancements. The market is experiencing a robust growth rate and is expected to grow at a CAGR of 5.58% for the forecast period from 2024 to 2031. It encompasses various room heating devices, from traditional electric heaters to cutting-edge smart devices. The introduction of various technological integration features and the constant development of goods customized to diverse climates and client preferences highlight the market's durability and adaptability. Aside from the various types of room heaters available, the industry has seen an increased emphasis on technological sophistication. Manufacturers are proactively incorporating smart capabilities into room heaters, allowing consumers to regulate heating settings remotely via smartphone apps.

Room heaters have been an integral part of daily lives in households and commercial places like educational institutes, office spaces and other places. With the growing demand for room heaters in both developed and developing regions, the global room heaters market is expected to reach USD 4.96 billion in 2031 from USD 3.21 billion in 2023. European and North American regions have always been the growth drivers for the global room heaters market however, over the years developing regions in Asian

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and Middle Eastern countries like China, India, UAE and more have grown significantly. With a focus on energy efficiency, sustainability and safety, manufacturers have responded to the demand for portable, compact and technologically advanced heaters.

Technological Advancements Enhancing the Tastes and Preferences of Consumers

Manufacturers have been dedicating resources to pioneering heating technologies, aiming to elevate the performance of room heaters. This includes advancements in ceramic heating elements, infrared heating and oil-filled radiators, offering consumers a diverse range of options to align with their specific heating preferences. Advanced room heaters incorporate programmable thermostats, allowing users to set specific temperature levels for different times of the day. This feature contributes to energy efficiency by ensuring that the heater operated at optimal levels based on user preferences. Manufacturers and brands focus on developing energy-efficient heating elements to reduce overall power consumption. Innovations in ceramic heating elements, infrared technology and oil-filled radiators contribute to more effective and economical heating solutions. Technology has played a pivotal role in encouraging safety features in room heaters. These features encompass tip-over switches, overheat protection and cool-touch surfaces designed to prevent accidents and ensure user safety, especially in households with children or pets.

In 2022, in India, Borosil increased its product offering, by introducing the country's first room heater, Volcano. Volcano is an oil-filled radiator (OFR) room heater with a unique “S” shape fin design and improved safety features, consisting of an in-built PTC fan heater.

Increasing Disposable Incomes Fueling the Demand for Room Heaters

The relationship between increasing disposable income and the global room heaters market is significant, as rising income levels often lead to changes in consumer behavior and preferences. With a rise in disposable income, consumers are likely to show a greater inclination toward investing on convenience and smart solution to tackle cold winters by purchasing room heaters. These advanced appliances often come equipped with smart technology, innovative room heating functionalities and additional features beyond basic heating. This growing consumer interest in sophisticated and feature-rich room heaters can increase demand for appliances with enhanced capabilities and an elevated room heating experience. In emerging Asian countries like China and India, and in Middle Eastern countries like Saudi Arabia and UAE, incomes

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have increased significantly, due to which these developing regions are generating higher demand for room heaters.

Smart Room Heaters Emerging as a Major Trend

The incorporation of smart technology into room heaters has emerged as a notable trend, with manufacturers integrating features like Wi-Fi connectivity, mobile app control and compatibility with voice-activated virtual assistants. Smart room heaters provide users with enhanced convenience and the capability to remotely control heating settings. Smart room heaters represent a significant evolution in the global room heaters market. Smart connectivity features enable users to adjust temperature levels, set schedules and monitor energy consumption using mobile apps on smartphones or tablets. Integration with smart home ecosystems is a common feature of smart room heaters. Compatibility with platforms such as Amazon Alexa or Google Assistant enables users to control their heaters using voice commands, adding a layer of automation to their home heating systems.

In October 2023, Dreo expanded its product portfolio by introducing new additions to its smart home lineup. The company launched a new smart wall-mounted space heater, that provides (120 degree) up/down oscillation. It is equipped with a customizable thermostat featuring a timer, adjustable LED panel lighting, and provides compatibility through an app and digital assistant support.

Urbanization and Limited Space Driving the Demand for Compact and Portable Room Heaters

With rapid urbanization all over the globe and limited living spaces and compact homes like apartments, flats and condos, the growing demand for room heating solutions, has led to brands and manufacturers offering compact and portable room heaters. Consumers in urban areas seek heating solutions that don't take up much space and can be easily moved around as needed. Urban people are keen on optimizing every inch of their living spaces. Room heaters designed for efficient space utilization are preferred and manufacturers are responding by creating products that are aesthetic, slim and functional, and can be placed in corners or mounted on walls without compromising on performance. The dynamics of urbanization and limited space have led to a shift in consumer preferences within the global room heaters market.

In October 2023, Xiaomi brought over the new Xiaomi Smart Tower Heater Lite for its European market. The Xiaomi Smart Tower Heater Lite is built for quick heating,

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delivering 2000W of heat in just 3 seconds of activation, eliminating the need for long wait times. Featuring a 70° wide-angle frontal air supply, it ensures heating throughout the room.

Impact of COVID-19

The impact of COVID-19 on the global room heaters market has been multifaceted, with both challenges and opportunities arising as a result of the pandemic. The pandemic disrupted global supply chains, affecting the production and distribution of room heaters. Lockdowns, restrictions, and transportation disruptions led to manufacturing and delivery delays. However, on the contrary side, as people spent more time at home, there was a notable increase in home improvement products. Consumers invested in making their living spaces more comfortable, creating an opportunity for the room heaters market to meet the demand for effective heating solutions. The rise of remote work resulted in a greater emphasis on creating comfortable home offices. This trend contributed to the demand for personal heating solutions, such as space heaters and compact room heaters.

Key Player Landscape and Outlook

The landscape of key players in the global room heaters market is characterized by strong competition and innovation in technology and design. Prominent companies such as Dyson, Lasko, Panasonic, Duraflame and Daikin dominate the market globally, continually introducing advanced features like Wifi and Bluetooth connectivity, voice control and energy efficiency technologies. These players invest heavily in research and development to stay at the forefront of technological advancements. The outlook for the global room heaters market remains optimistic as the market continues to expand, with growing consumer demand for room heating appliances. The key focus areas include innovation, compact and aesthetic designs, improved safety features and smart connectivity features to cater to changing consumer preferences.

In September 2023, Xiaomi unveiled four new electric heaters in China under the MIJIA brand. The new offerings included the Xiaomi MIJIA baseboard electric heater 2, the MIJIA graphene baseboard heater 2, the MIJIA air heater and the MIJIA Graphene air heater.

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