

GCC Desert Air Coolers - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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Abstracts

The GCC Desert Air Coolers Market is expected to register a CAGR of 4.15% during the forecast period.

The Desert Air Coolers Market is a rapidly growing segment of the cooling industry in GCC, providing an effective and efficient solution for hot and dry climates. These coolers are known as evaporative air coolers or swamp air coolers. It uses the natural process of evaporation to cool the air and provide relief from high temperatures. With the increasing concerns about energy consumption and environmental impact, desert air coolers have gained significant popularity in GCC due to their energy efficiency and eco-friendly nature.

Over the years, the population in the Gulf region has observed a continuous increase with a rising urban population of around 60% and an increasing level of employment, leading to an increase in demand for desert coolers by the residential as well as commercial units with the expansion of global players in the market.

The desert air cooler market has witnessed substantial growth in recent years, driven by factors such as rising temperatures, increasing urbanization, and growing awareness about energy conservation. These coolers offer several advantages over traditional air conditioning systems, including lower energy consumption, cost-effectiveness, and the ability to add moisture to the dry air. As a result, they have become a popular choice for residential, commercial, and industrial applications in arid regions.

GCC Desert Air Coolers Market Trends

Rising Demand by Residential Units

The total population of Middle Eastern countries has observed a continuous increase over the years, leading to a rise in the number of household units being constructed as well as demand for desert air coolers. Rising disposable income exists as a major factor for driving the sales of desert coolers in the region, with an increasing segment of the employed population in the market. Among the Gulf countries, Saudi Arabia and UAE exist as the major markets for the sales of desert coolers in the region. With an increase in revenue of major appliances, sales of air conditioners have observed a continuous increase over the years creating a positive externality for the sales of desert air coolers in the region. These trends are leading to GCC emerging as a major market for the sales of desert air coolers.

Saudi Arabia Leading the Sales

Saudi Arabia exists among the Gulf countries with the maximum temperature reaching above 40 degrees Celsius during summer, leading to an increasing segment of the population demanding desert air cooler during the period. Ar-Riyadh, Jeddah, and Makkah are among some of the major cities in Saudi Arabia with a continuously increasing demand for desert air coolers by the population. Among the residential units apartments and villas are among the segments having a major demand for desert air coolers during the summer season. Over the period with changes in the medium of sales, online revenue share of the major appliances in Saudi Arabia is observing a continuous increase and leading to Saudi Arabia emerging as an attractive market for sales of desert air coolers by manufacturers and retailers through different channels.

GCC Desert Air Coolers Industry Overview

The GCC Desert Air Coolers Market is a fragmented industry. Technological advancements play an important role in shaping the desert air cooler market. Manufacturers are continually investing in research and development to improve the cooling efficiency, durability, and user-friendliness of these devices. Innovations such as intelligent controls, energy-saving features, and remote operation capabilities are driving consumer demand and setting new trends in the market. Some of the existing players in the GCC Desert Air Cooler market are Gree, SuperGeneral, Evvoli, Aux, and Crownline.

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