

Neck Fan Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, By Power (Less Than 10-Watt, 10 Watt-20 Watt, More Than 20 Watt), By Price Range (Low, Medium, High), By Distribution Channel (Online, Offline), By Region & Competition, 2021-2031F

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Abstracts

The Global Neck Fan Market is projected to expand from USD 1.47 Billion in 2025 to USD 2.44 Billion by 2031, registering a CAGR of 8.81%. This industry encompasses the commerce of battery-powered, wearable cooling devices designed for hands-free thermal regulation around the neck. Growth is primarily propelled by increasing average global temperatures that demand immediate cooling solutions, alongside a rise in outdoor recreational pursuits where hands-free utility is vital. Furthermore, the burgeoning "summer economy" has reoriented consumer spending toward ergonomic wellness products, stimulating demand for these convenient electronics beyond typical seasonal constraints.

One significant hurdle restricting wider market growth is the technological limit of battery energy density, which forces a compromise between device lightness and operational lifespan. In terms of supply dynamics, global availability is heavily dependent on production output from key manufacturing regions. Data from the China Household Electrical Appliances Association (CHEAA) indicates that in 2024, the cumulative export value of the home appliance sector, which supports the supply of portable cooling gadgets, hit \$112.42 billion, marking a 14% rise from the prior year.

Market Driver

The intensifying impact of climate change and rising global temperatures serves as the principal environmental catalyst accelerating the uptake of personal thermal regulation devices. As heatwaves increase in frequency and severity, on-the-go cooling has shifted from being a situational comfort to a daily necessity for commuters and outdoor safety. This climatic urgency is directly shaping consumer behavior; for instance, the Global Times reported in July 2025 that fan sales skyrocketed by over 300 percent in East China's Shandong Province as sustained high temperatures plagued the area, highlighting the correlation between extreme heat and the demand for hands-free wearable relief.

Simultaneously, technological strides in battery life and energy efficiency are addressing the critical weight-to-performance limitations that have historically constrained the neck fan sector. Improvements in energy density are enabling the creation of lighter devices with longer runtimes, boosting user satisfaction. According to EEPower in December 2024, Contemporary Amperex Technology Co. Limited (CATL) achieved a trial production energy density of 500 Wh/kg, a significant improvement over standard lithium-ion limits. Additionally, affordability is increasing; the International Energy Agency (IEA) noted in March 2025 that average battery pack prices fell below USD 100 per kilowatt-hour, making high-performance portable cooling more accessible to the general public.

Market Challenge

The technological constraint of battery energy density poses a significant barrier to the Global Neck Fan Market by necessitating a difficult trade-off between user comfort and operational utility. While consumers demand hands-free cooling solutions that remain lightweight enough to be worn comfortably around the neck for extended periods, current battery physics imply that longer operating times require heavier power cells. This requirement renders long-lasting devices physically cumbersome, thereby limiting the market's ability to penetrate high-value sectors like industrial applications or endurance sports where all-day battery life is a prerequisite.

Consequently, manufacturers are confined to producing units with restricted runtimes, which undermines consumer trust in the devices' practicality for serious thermal regulation. Although manufacturing scale is immense—evidenced by the China Chamber of Commerce for Import and Export of Machinery and Electronic Products reporting a 2024 export volume of 4.48 billion household appliance units—production remains volume-centric rather than performance-oriented due to these technical limits. The inability to enhance energy density prevents these fans from advancing beyond short-

term recreational use, stalling wider adoption among professional or heavy-duty users.

Market Trends

A pivotal technical evolution in the market is the integration of thermoelectric semiconductor cooling plates, marking a shift from passive wind generation to active thermal exchange. By embedding Peltier modules that electrically cool the contact surface, manufacturers are resolving the issue of recirculating hot air during extreme heat, thereby offering genuine air conditioning capabilities. This innovation has significantly bolstered the sector's trade growth; according to the China Chamber of Commerce for Import and Export of Machinery and Electronic Products' February 2025 report, the export value for the sector containing these advanced devices reached \$128.64 billion, a 14.8% year-on-year increase.

Concurrently, the rise of AI-driven smart controls and app integration is transforming neck fans into intelligent wearable climate systems. Modern units increasingly offer Bluetooth connectivity and mobile applications that enable users to adjust fan speeds, track battery life, and automate cooling based on environmental conditions, appealing to tech-savvy consumers. This trend toward feature-rich electronics is reflected in global sales data; KrASIA reported in December 2024 that the market's leading manufacturer, JisuLife, derived 70% of its total revenue from international sales, underscoring the growing worldwide demand for smart, connected portable cooling solutions.

Key Market Players

Xiaomi Corporation

Honeywell International Inc.

LG Electronics Inc.

Panasonic Corporation

Daikin Industries, Ltd.

Midea Group Co., Ltd.

Haier Smart Home Co., Ltd.

Samsung Electronics Co., Ltd.

Sharp Corporation

Mitsubishi Electric Corporation

Report Scope

In this report, the Global Neck Fan Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Neck Fan Market, By Power

Less Than 10-Watt

10 Watt-20 Watt

More Than 20 Watt

Neck Fan Market, By Price Range

Low

Medium

High

Neck Fan Market, By Distribution Channel

Online

Offline

Neck Fan Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Neck Fan Market.

Available Customizations:

Global Neck Fan Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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