

# **New Zealand Residential Dehumidifier Market, By Type (Refrigerant, Desiccant), By Price Segment (Low (Less Than USD300), Medium (USD300-USD500), High (More Than USD500)), By Sales Channel (General Trade, Modern Trade), By Region, Competition Forecast & Opportunity, 2027**

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## **Abstracts**

New Zealand residential dehumidifier market stood at USD35.68 million in the year 2021, which is anticipated to grow at a CAGR of 6.02% during the forecast period, 2023-2027, to reach a market value of USD50.06 million by 2027F. Rising demands for dehumidifiers from residential areas and increasing disposable income of the population is driving the growth of the New Zealand residential dehumidifier market in the upcoming five years. Also, rain and climatic changes are the major factors responsible for the surging demands of residential dehumidifiers, as average rainfall in the country is high and evenly distributed throughout the year. Regionally, northern and central New Zealand receives more rainfalls in the winter season as compared to the summers. Southern region of the country receives heavier rains in summer and less rainfall in winters. With heavy rains all throughout the year in different regions, the demand for dehumidifiers is rapidly increasing and the market is thus anticipated to register impressive growth in the future. Moreover, dehumidifiers also play a vital role in removing the bacterial and mold-forming microorganisms and decreasing the room's moisture and humidity. The device collects the moisture and releases it in the form of water outside the room, thus maintaining the dryness and cooler environment in the room. Based on weightage and room size, the dehumidifiers are selected, and growing hospitality industry, rising number of hotels, motels, and residential complexes, the demand for residential dehumidifiers is increasing and supporting the market growth in the next five years.

The New Zealand residential dehumidifier market is segmented by type, price segment, sales channel, region and competition landscape. Based on type, the market is categorized into refrigerant and desiccant. In terms of price segment, the market is further fragmented into low (less than USD300), medium (USD300-USD500), and high (more than USD500). By sales channel, the market is further differentiated into general trade and modern trade. The market analysis also studies the regional segmentation to devise regional market segmentation, divided among north island and south island. North Island is expected to hold the largest revenue share of the market of around 71.63% in the forecast year 2027 due to the climatic conditions of the island. Heavier rainfall for the majority of the year drives the market growth of the region exponentially in the future five years.

Black Diamond Technologies Limited (Mitsubishi Electric), Panasonic New Zealand Ltd., Goldair Limited, De'Longhi New Zealand Ltd., Philips New Zealand Limited, Glen Dimplex New Zealand Limited, Breville New Zealand Limited, Ausclimate Pty Ltd., Andatech Pty Ltd., ProLink Asia Holdings Limited, etc. are among the major market players in the dehumidifier industry that led the market growth of the New Zealand residential dehumidifier market.

Years considered for this report:

Historical Years: 2017 - 2020

Base Year: 2021

Estimated Year: 2022

Forecast Period: 2023 - 2027

Objective of the Study:

To analyze the market size of New Zealand residential dehumidifier market from 2017 to 2021.

To estimate and forecast the market size of New Zealand residential dehumidifier market from 2022 to 2027 and growth rate until 2027.

To classify and forecast New Zealand residential dehumidifier market based on type, price segment, sales channel, region and competition landscape.

To identify dominant region or segment in the New Zealand residential dehumidifier market.

To identify drivers and challenges for New Zealand residential dehumidifier market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in New Zealand residential dehumidifier market.

To identify and analyze the profile of leading players operating in New Zealand residential dehumidifier market.

To identify key sustainable strategies adopted by market players in New Zealand residential dehumidifier market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers across the country. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the manufacturers, distribution channels and presence of all major players across the country.

TechSci Research calculated the market size of New Zealand residential dehumidifier market using a bottom-up approach, wherein data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these products and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Manufacturers, suppliers, distributors and other stakeholders

Government bodies such as regulating authorities and policy makers

Organizations, forums and alliances related to residential dehumidifier

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers, suppliers, partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

In this report, New Zealand residential dehumidifier market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

New Zealand Residential Dehumidifier Market, By Type:

Refrigerant

Desiccant

New Zealand Residential Dehumidifier Market, By Price Segment:

Medium (USD300-USD500)

Low (Less Than USD300)

High (More than USD500)

New Zealand Residential Dehumidifier Market, By Sales Channel:

General Trade

Modern Trade

## New Zealand Residential Dehumidifier Market, By Region:

North Island

South Island

## Competitive Landscape

**Company Profiles:** Detailed analysis of the major companies present in New Zealand residential dehumidifier market.

## Available Customizations:

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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