

# **India Domestic and Commercial Air Cooler Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Type (Desert, Room, Tower, and Window), Distribution Channel (Offline and Online), Area (Urban and Rural), Tank Size (50–125 Liters, 20–50 Liters, and Above 125 Liters), Air Delivery (1000–8500 CMH, 8500–20000 CMH, and Above 20000 CMH), End User (Residential, Commercial, and Industrial), and Geography**

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## **Abstracts**

The India domestic and commercial air cooler market size is expected to reach US\$1,134.01 million by 2031 from US\$549.53 million in 2024, at an estimated CAGR of 10.9% from 2023 to 2031.

By Geography the India domestic and commercial air cooler market is segmented into Central and North, West, East, and South. In 2024, the west region is growing with a significant growth rate. The West region comprises of Maharashtra, Madhya Pradesh, Gujarat, Goa, Dadra and Nagar Haveli, and Daman and Diu. Also, in various parts of Madhya Pradesh and Maharashtra, the rising mercury levels have been caused by a combination of geographical factors and changing weather patterns. In March 2024 itself Guna and Sagar in Madhya Pradesh were among the worst-affected, with temperatures reaching 41.6 and 42.5°C, respectively. Both of these temperatures indicate a large divergence from the usual, resulting in an uncomfortable increase of more than 5 degrees Celsius above normal. A similar trend was observed in various

districts of Maharashtra, where temperatures had risen above acceptable levels. Akola, in Maharashtra's Vidarbha area, was particularly hard impacted, with temperatures reaching 42.6 degrees Celsius. This is one of the highest temperatures recorded in the region in March 2024. Furthermore, in May 2024, Madhya Pradesh, Maharashtra, and Gujarat witnessed the maximum temperatures above 45°C. Thus, such a tremendous increase in the temperature compared to previous years is raising the demand for air coolers in the region

The India domestic and commercial air cooler market analysis has been carried out by considering the following segments: type, distribution channel, area, tank size, air delivery, and end user.

On the basis of type the India domestic and commercial air cooler market is segmented into desert, room, tower, and window. Desert coolers, also known as industrial coolers, are larger than other coolers. These coolers are ideal for cooling larger spaces such as dining areas, living rooms, or even outdoor patios. They work efficiently in dry and arid climates, making them a popular choice in regions with low humidity levels. A desert air cooler is a highly effective and efficient cooling system. It may reduce the air temperature by up to 15°C and cover an area of up to 2,000 square feet. It can also be utilized in outdoor spaces such as gardens and terraces. However, a desert air cooler has some drawbacks; it is bulky, heavy, and requires a significant amount of space for installation. This sort of cooler is ideal for places in western India with low humidity and high temperatures. Because this environment is most common in arid settings, these air coolers are referred to as desert coolers. Furthermore, a desert air cooler can increase the humidity level in the area, which can cause dampness or corrosion of furniture or appliances. The desert air cooler has a tank capacity of 50 to 125 liters or more. Various players across India, including Voltas Limited, kenstar, and Crompton, offer desert coolers. The presence of major market players in India is driving the market growth for the desert segment.

Moreover, pressing need for energy efficient and eco-friendly solutions and increasing temperature due to climate change propel the India domestic and commercial air cooler market growth. Also, air coolers with i-PURE technology is expected to bring new India domestic and commercial air cooler market trends in the coming years.

On the basis of distribution channel, the India domestic and commercial air cooler market is segmented into offline and online. Offline retail continues to play an important role in India's air cooler distribution network. These channels are especially beneficial for customers who desire a hands-on experience prior to making a purchase. The offline

sector also serves places with low internet penetration and strong traditional buying patterns. These stores offer a wide range of air coolers from various brands, including both regional and national players. Companies such as Croma, Reliance Digital, and Vijay Sales have a strong offline presence in tier 1 and tier 2 cities offering air coolers across India. Further, Retailers such as IKEA and Home Centre, which sell a variety of home equipment, including air coolers, are increasing their product lines to cater to consumers seeking home comfort items. Consumers in smaller towns, villages, and suburban areas may not have access to large retail chains but they rely on local stores for their purchases.

Symphony Ltd, Bajaj Electricals Ltd, Havells India Ltd, Honeywell International Inc, Crompton Greaves Consumer Electricals Ltd, Intex Technologies India Ltd, Voltas Ltd, Blue Star Ltd, Hindware Home Innovation Ltd, and Orient Electric Ltd are among the key players profiled in the India domestic and commercial air cooler market report.

The India domestic and commercial air cooler market forecast is estimated on the basis of various secondary and primary research findings such as key company publications, association data, and databases. Exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the India Domestic and Commercial Air Cooler market growth. The process also helps obtain an overview and forecast of the market with respect to all the market segments. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain analytical insights. This process includes industry experts such as VPs, business development managers, market intelligence managers, and national sales managers, along with external consultants such as valuation experts, research analysts, and key opinion leaders, specializing in the India Domestic and Commercial Air Cooler market.

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