

# **Middle East & Africa Household Fans Market Forecast to 2031 - Regional Analysis - by Product Type (Ceiling Fan, Pedestal Fan, Table Fan, Exhaust Fan, Wall Fan, and Others) and Distribution Channel (Supermarkets & Hypermarkets, Specialty Stores, Online Retail, and Others)**

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## **Abstracts**

The Middle East & Africa household fans market was valued at US\$ 892.26 million in 2023 and is expected to reach US\$ 1,279.85 million by 2031; it is estimated to register a CAGR of 4.6% from 2023 to 2031.

### **Development and Adoption of Smart Ceiling Fans Bolsters Middle East & Africa Household Fans Market**

Smart ceiling fans are designed to work seamlessly with other home devices such as thermostats, lights, WiFi, and security systems. The fans can be controlled by dedicated mobile apps that offer extensive control options, including scheduling, speed adjustments, and energy usage monitoring. Smart ceiling fans also reduce energy consumption resulting in lower electricity bills compared to conventional fans. The ability to control fans remotely and via voice commands can add a significant convenience factor. The rising demand for smart appliances prompts key market players to cater to the demand for smart ceiling fans.

In April 2024, Nex launched ceiling fans under Dryft and Glyde series, offering 20% high air thrust. It features IoT model, BLDC motor, Smart Connect - App, remote operation, and connection with Google Assistant and Amazon Alexa. Thus, the development and adoption of smart ceiling fans are expected to become a major trend in the household

fans market in the coming years.

## Middle East & Africa Household Fans Market Overview

The Middle East & Africa household fans market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. As more people move to urban areas and work toward improved living standards, the demand for household fans is rising in Middle Eastern countries. The rising urban population has improved the construction of private residential buildings in semi-urban and urban cities. The government looks forward to investing large amounts in the building & construction industry. The growing need for residential buildings in the region can create lucrative opportunities for the Middle East & Africa household fans market.

E-commerce and digital platforms have revolutionized the shopping behavior of consumers for home appliances. The ease of online shopping, the availability of a wide variety of products, and competitive pricing further boost the sales of household fans on online platforms. With a wide range of options available for buying, people can make informed choices based on product specifications, reviews, and prices. E-commerce platforms have bridged the gap between consumers and suppliers, expanding the market reach and driving up the sales of household fans in the Middle East & Africa.

## Middle East & Africa Household Fans Market Revenue and Forecast to 2031 (US\$ Million)

### Middle East & Africa Household Fans Market Segmentation

The Middle East & Africa household fans market is categorized into product type, distribution channel, and country.

Based on product type, the Middle East & Africa household fans market is segmented into ceiling fan, pedestal fan, table fan, exhaust fan, wall fan, and others. The ceiling fan segment held the largest market share in 2023.

In terms of distribution channel, the Middle East & Africa household fans market is categorized into supermarkets & hypermarkets, specialty stores, online retail, and others. The others segment held the largest market share in 2023.

By country, the Middle East & Africa household fans market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. The Rest of Middle

East & Africa dominated the Middle East & Africa household fans market share in 2023.

Honeywell International Inc, Panasonic Holdings Corp, SEB SA, and TOSHIBA CORPORATION., are some of the leading companies operating in the Middle East & Africa household fans market.

#### Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the Middle East & Africa household fans market.

Highlights key business priorities to assist companies to realign their business strategies.

The key findings and recommendations highlight crucial progressive industry trends in the Middle East & Africa household fans market, thereby allowing players across the value chain to develop effective long-term strategies.

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.

Scrutinize in-depth Middle East & Africa market trends and outlook coupled with the factors driving the Middle East & Africa household fans market, as well as those hindering it.

Enhance the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing, and distribution.

#### The List of Companies - Middle East & Africa Household Fans Market

Honeywell International Inc

Panasonic Holdings Corp

SEB SA

## TOSHIBA CORPORATION

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