

# North America Portable Evaporative Cooler Market Forecast to 2028 – COVID-19 Impact and Regional Analysis – by Type (Direct Evaporative Cooling and Indirect Evaporative Cooling) and Application (Residential, Commercial, and Industrial)

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## Abstracts

The North America portable evaporative cooler market is expected to grow from US\$ 416.37 million in 2022 to US\$ 585.30 million by 2028; it is estimated to grow at a CAGR of 5.8% from 2022 to 2028 .

### Organic Strategies by Manufacturers to Meet Customer's Demand

The improving economic conditions across the North America, coupled with urbanization, have led to the increased disposable income of individuals. Technological advancements and changes in government and organizational regulations for energy consumption are contributing to the demand for portable evaporative coolers. Therefore, to fulfill the growing demand for coolers in a dry climate, manufacturers are adopting product innovation or new product launch strategies. Below mentioned are a few organic strategies: In September 2022, Hessaire Products, Inc. expanded its portable evaporative cooler line by introducing more coolers in different colors. To address customer's requirements related to style and color, the company introduced MC18MT (teal blue), MC18M (off-white), MC18V (forest green), and MC18S (sand color) that can be used on evaporative cooler mode or fan-only mode. In April 2019, NewAir LLC (licensing partner of Electrolux) rolled out a new line of misting fans and evaporative coolers for residential purposes. The new product series is available under the Frigidaire brand and offers extensions, which improve experiences of wellbeing in house. Moreover, such products that align with the company's sustainability goals by providing practical cooling solutions demanding low energy to operate. In January 2019,

Larson Electronics unveiled a portable explosion-proof evaporative cooling system to cater requirements of harsh and hazardous work environments. This system depicts features of dry mist technology and a non-sparking fan to cool areas, which lags in having access to old air conditioning.

Therefore, with continuous product launches and related strategies, the scope of using portable air cooler will endure to grow, and thereby fueling the overall market growth.

### North America Portable Evaporative Cooler Market Overview

The portable evaporative cooler market in North America is segmented into the US, Canada, and Mexico. North America is expected to provide lucrative opportunities to the market during the forecast period due to the growing residential sector and rising demand for energy efficient cooling solutions in commercial applications across the region. The major market share of this region is mainly attributed to the changing climate conditions and rising consumer inclination toward a healthy environment.

Government regulations and standards, such as AHAM 7008-2018/CSA SPE-7008-18/UL 7008-18, focusing on energy efficiency are projected to fuel the adoption of energy efficient cooling solutions in the industries. Also, the presence of players in North America will fuel the manufacturing of portable evaporative coolers. Jmatek Limited; Phoenix Manufacturing, Inc.; Delta T LLC; Hessaire Products Inc.; and Newair are among the key players providing portable evaporative coolers for varied applications. Footprints of manufacturers will have a direct impact on the growth of the market. Additionally, any organic and inorganic strategy taken by them will further influence the market growth in the coming years. In April 2021, Portacool, LLC added an extended Portacool evaporative cooler to its product portfolio. The newly added Portacool 510 product is a reliable, powerful, and portable cooling solution developed to ensure that open spaces are comfortably cool through the natural evaporation process. The product is ideal for home use, outdoor living, and small workspaces. Therefore, such development strategies for addressing the US market will further fuel the growth of the North America portable evaporative cooler market during the forecast period.

### North America Portable Evaporative Cooler Market Revenue and Forecast to 2028 (US\$ Million)

#### North America Portable Evaporative Cooler Market Segmentation

The North America portable evaporative cooler market is segmented based on type,

application, and country. Based on type, the North America portable evaporative cooler market is bifurcated into direct evaporative cooling and indirect evaporative cooling. The direct evaporative cooling segment held a larger market share in 2022.

Based on application, the North America portable evaporative cooler market is segmented into residential, commercial, and industrial. The industrial segment held the largest market share in 2022.

Based on country, the North America portable evaporative cooler market is segmented into the US, Canada, and Mexico. The US dominated the North America portable evaporative cooler market share in 2022.

Delta T LLC, Hessaire Products Inc., Napcom LLC, Portacool LLC, Honeywell International Inc., Metalurgica Manlleuense SA, Symphony Ltd, and Phoenix Manufacturing Inc. are the leading companies operating in the North America portable evaporative cooler market.

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