

South 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 South America portable evaporative cooler market is expected to grow from US\$ 306.78 million in 2022 to US\$ 492.06 million by 2028. It is estimated to grow at a CAGR of 8.2% from 2022 to 2028.

Increasing Adoption of Evaporative Cooling in Residential Sector Fuel South America Portable Evaporative Cooler Market

The improving economic conditions across the region, 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. Urbanization and increasing population in economies have led to enormous 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.

South America Portable Evaporative Cooler Market Overview

The South America portable evaporative cooler market is segmented into Brazil, Argentina, and the Rest of SAM. The market growth in the region is driven by a stable economy and purchasing power of individuals motivating them to procure portable evaporative coolers for their residential purpose. Furthermore, recent technological developments are focused on colored LED displays and remote controllers. This factor is expected to accelerate the market growth in the coming years. For instance, under the brand name of Axial fans, a floor standing evaporative air cooler- climatizador evaporative portatil is provided which have a computer designed colored LED display and remote controller feature. Availability of such products is projected to fuel the portable evaporative cooler market growth in SAM during the forecast period.

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

South America Portable Evaporative Cooler Market Segmentation

The South America portable evaporative cooler market is segmented into type, application and country.

Based on type, the South America portable evaporative cooler market is segmented into direct evaporative cooling and indirect evaporative cooling. The direct evaporative cooling segment held a larger share of the South America portable evaporative cooler market in 2022.

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

Based on country, the South America portable evaporative cooler market is segmented into Brazil, Argentina, and the Rest of South America. Brazil dominated the share of the South America portable evaporative cooler market in 2022.

Honeywell International, NEIL Climatizadores, Symphony Ltd., and Vankool Technology are the leading companies operating in the South America portable evaporative cooler market.

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