

Personal Cooling Devices Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

The personal cooling device market is expected to witness a CAGR of over 5.2% during the forecast period.

Key Highlights

The demand for personal cooling devices has been continually increasing due to an increase in temperature as an effect of global warming. According to data realized by the World Health Organisation, heat stress due to climate change is expected to result in 38,000 extra deaths a year across the world between 2030 and 2050. It is expected to lead to an increase in the use of user-friendly and energy-saving cooling devices.

The workers functioning in hot temperatures are expected to increasingly use handheld cooling devices to minimize heat/ cold stress and fatigue that affects both comfort and productivity. Hence, handheld cooling devices are expected to be among the fastest-growing product in the market studied. Moreover, they are integrated with TEC (Thermoelectric Cooler) modules, enabling them to provide an instant cooling effect.

As with any trendy consumer demand, the prevalence of personal air conditioners brings various types and sizes to choose from that offer portability combined with a compelling chilled airflow for maximum customary comfort. Unfortunately, there can be a wide range of optimal portable AC features and functions to consider worthy of purchasing and using daily to beat the sweltering heat.

However, the extensive usage of HVAC systems is acting as a replacement for personal cooling devices, thereby limiting the market's growth under consideration. HVAC systems in many working setups are cheaper, given the number of employees they can cater to in one go. But for personal use, personal cooling devices are economical, due to which the market is anticipated to witness demand over the forecast period.

Moreover, with most end-user industries, like construction and mining, heavily impacted by the outbreak of COVID-19, especially during the initial months, the demand for personal cooling devices was adversely affected. However, with many pandemic-related

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restrictions easing up, the market is expected to witness renewed growth in the coming years.

Personal Cooling Devices Market Trends

Growing Use by Workforce Operating in Hot Conditions is Expected to Drive Market Growth

Maintaining a normal body temperature remains critical to the operations of first responders, like firefighters, policemen, and hazardous materials response teams, that need to perform frequently at high activity levels in extremely hot environments. Apart from such first responders, many industries, like construction and mining, that have harsh operating conditions are major areas of application for such systems. In such situations, where heat stress can not be reduced by using engineering controls or work practice modifications, special personal cooling devices are used. This includes protective vests that make use of ambient air systems.

Ambient air systems function by blowing air between protective outer garments and the inner layers of clothing, inducing both convective and evaporative heat losses. They use battery-powered blowers to circulate air through the protective gear. Such personal cooling blowers/fans weigh less than 5 lbs. Ambient air systems are very effective at relatively low humidities. The fan units, which are typically put in the side pockets, start at the push of a button and the strength of cooling can be adjusted according to the need of the user, by activating either one or both air fan units. The ventilation vest, manufactured by Entrak, utilizes ambient air as the coolant. The air circulated is generated by a small battery-operated fan unit. Also, workers functioning in hot temperatures are increasingly using handheld cooling devices, like hand fans, for minimizing heat stress and fatigue, which affects both comfort and productivity. For instance, Xiaomi is offering DOCO Ultrasonic Dry Misting fan, a handheld fan that also works as a humidifier.

Asia-Pacific is Expected to be the Fastest Growing Market

The personal cooling device has been extensively adopted in the Asia-Pacific region. The hot climate of the region and the industrial growth has made it a lucrative region for the market studied.

Moreover, Asia-Pacific, which is a hub of electronic device manufacturing, is fast emerging as one of the major suppliers of such cooling devices. The presence of a large number of manufacturers in this region is expected to propel the demand for market growth.

Additionally, the growth of end-user sections, like mining, which is one of the major areas of application for personal cooling devices, is also expected to propel market growth. China, for instance, produces the majority of the rare earth metals in the world. Further in countries like India, nearly 90% of the workforce of the country is in the informal sector, with no minimum wages or any kind of social security. The government has been trying to continually improve social security coverage and improve their working conditions. These scenarios offer optimum growth potential for the market studied in the future. Additionally, vendors, like Havells India Limited, have been expanding their fan and personal cooler offerings.

Furthermore, the increase in consumers' spending on portable and personal devices driven by the trend to adopt advanced technologies is anticipated to drive the demand for personal cooling devices in the region.

Personal Cooling Devices Market Competitor Analysis

The personal cooling devices market is highly competitive and consists of some influential players. In terms of market share, some of these important actors currently manage the market. These players with a noticeable share in the market are concentrating on

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expanding their customer base across foreign countries. They are leveraging strategic collaborative actions to improve their market percentage and enhance their profitability.

In May 2022 - TORRAS, a phone accessory and electronic device brand launched the 2022 version of its wearable air conditioner, COOLIFY 2. It is a personal temperature control air conditioner for both cooling and heating.

In April 2021 - Portacool, a cooling solutions supplier, launched its evaporative cooler lineup with a compact 510 model. This portable cooling solution is made for "on-the-go and spot cooling needs," including home use, outdoor living, and small workspaces.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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