

Handheld Fans Market Growth Projection Drives at 6.1% CAGR By Demands and Industry Outlook 2022-2031

Handheld Fans Market (2021 - 2031) Size, Share, Competitive Landscape and Trend Analysis Report, by Type, by Application, by Distribution Channels, by Region.

WILMINGTON, DE, UNITED STATES, June 30, 2026 /EINPresswire.com/ -- [Handheld fans market](#) was estimated at \$407.7 million in 2021, and is anticipated to hit \$734.8 million by 2031, registering a CAGR of 6.1% from 2022 to 2031.



Rise in outdoor activities in the last few years drives the growth of the global handheld fans market.

Due to the elevated trends for outdoor activity, the [handheld fans industry](#) is anticipated to experience significant expansion. Additionally, particularly in nations like South Africa, China, India, and the U.S., the climate is changing every year, and there is an increase in humidity that causes individuals to carry or use handheld fans. The market for handheld fans is expanding as a result of rising income levels and urbanization. The expansion of the handheld fans market is also greatly influenced by the producers' product innovation and advertisements.

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Rise in outdoor activities in the last few years drives the growth of the global handheld fans market. On the other hand, short battery life and non-durability restrains the growth to some extent. However, several growth prospects in emerging economies have been beneficial for the market players in the industry.

The handheld fans market trends is mostly driven by the elevated trends for outdoor activity.. As per the Outdoor Industry Association report, almost 53% of the U.S. population participated in any kind of outdoor activity at least once in 2020. Moreover, consumer disposable incomes have

been rising in several developing regions, such as the Asia-Pacific, creating many developmental prospects for handheld fan producers to raise their product prices.

The handheld fans industry in Asia-Pacific and LAMEA has significant growth potential for market players. Market expansion is primarily driven by rising in consumer disposable income and an increase in the adoption of portable devices. Sales of handheld fans have also surged as a result of the development of solar-powered fans. Consumers nowadays demand products that can be charged from renewable sources which subsequently support market growth. Moreover, the constraints limiting handheld fans market growth include the short battery life and lower durability of handheld fans.

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The handheld fans market analysis is segmented on the basis of type, application, distribution channel, and region. On the basis of type, the market is classified into rechargeable and non-rechargeable. The rechargeable segment accounted for a major share of the handheld fans market in 2021 and is expected to grow at a significant CAGR during the handheld fans market forecast period. Rechargeable fans are often shipped with a strong battery that needs to be charged by an electrical source.

By region, Asia-Pacific contributed to more than one-third of the global handheld fans market revenue in 2021, and is anticipated to retain its dominance by 2031. The same region would also manifest the fastest CAGR of 6.6% from 2022 to 2031. This is due to the wide acceptance of handheld fans in homes, offices, and various businesses across the region.

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Key players in the market-

D-FantiX, EasyAcc
Firefly Electric And Lighting Corporation
Francfranc Corporation
H2 Brands Group Corporate
Halfords Limited
Shenzhen Jisu Technology Co., Ltd. (Jisulife)
Harkin Global Solutions Pvt., Ltd.
John Lewis Partnership Plc.
L10 Brand
Life On Products, Inc
Lifemax Limited
Newell Brands Inc.
RCTIC GmbH

Honeywell International Inc.
O2Cool (Maurice Sporting Goods of Delaware, Inc.)
Shenzhen Yashang Electronics Co., Ltd
Xiaomi Corporation, Nimya (Kianda B.V.)
SkyGenius Ltd.

The report analyzes these key players in the global handheld fans industry. These players have incorporated various strategies such as expansion, new product launches, partnerships, and others to increase their market penetration and strengthen their position in the industry. The report is helpful in assessing the operating segments, their business performance & product portfolio, and so on.

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David Correa
Allied Market Research
+ 1 800-792-5285

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