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**North American Portable Humidifier Market with  
COVID-19 Impact**

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- I. Research Scope..... 4
- II. Market Definitions and Segmentation..... 5
- III. Geographical Scope..... 8
- IV. Methodology..... 9
- V. North American Portable Humidifier Market: Executive Summary..... 11
  - a. Competitive Factors..... 13
- VI. Market Drivers and Impact..... 14
- VII. Market Restraints and Impact..... 19
- VIII. North American Portable Humidifier Market: Trends..... 24
- IX. Market Data..... 37
  - a. Revenue Forecast, North America, 2020-2027 ..... 38
  - b. Revenue Forecast, United States, 2020-2027..... 39
  - c. Revenue Forecast, Canada, 2020-2027..... 40
  - d. Market Share by Revenue, North America, 2020 ..... 41
  - e. Revenue Share by Type of Product, 2020..... 42
  - f. Revenue Share by Price Range, 2020..... 43
  - g. Revenue Share by Retailer, North America, 2020..... 44
  - h. Revenue Share by Distribution Channel, 2020..... 45
  - i. Revenue Share by Distribution Channel, Trends 2020..... 46
  - j. Revenue Share by Online Retailers, 2020..... 47

- X. SWOT Analysis..... 48
- XI. Company Profiles..... 49
  - a. Helen of Troy Limited..... 50
  - b. Newell Brands..... 53
  - c. Crane USA Inc ..... 55
  - d. BONECO AG..... 57
- XII. About us ..... 59
- XIII. Disclaimer ..... 62
- XIV. Contact us ..... 66

The North American Portable Humidifier Market is mature and competitive. With very few entry barriers, new companies are constantly entering the market, which has resulted in the proliferation of low-cost products. The market is projected to experience a growth rate of over 6.0 percent during the forecast period (2020-2027). The market is expected to be driven by the impact created by COVID-19 and recommendations by health experts and the National Institutes of Health to take preventive measures against COVID-19.

This study aims to provide a detailed analysis of the North American Portable Humidifier Market along with competitive intelligence for the year 2020.

The market numbers included in this report represent revenues generated from the sales of portable humidifiers. The base year for the study is 2020 and the forecast period is from 2020 until 2027.

This study captures the following information on the North American Portable Humidifier Market:

- Market Size, Growth Rate, Revenue Forecasts (2020-2027)
- Growth Drivers & Restraints
- Market Data
- Quotes by Key Industry Participants
- Market Share Analysis
- Market Trends



Portable humidifiers are small devices that help increase moisture levels in the air and raise the humidity. Portable humidifiers come in many different forms. Some use a water bottle as a tank, for example, while others have a built-in water reservoir to create water vapor.\* For the purposes of this research, the types of humidifiers included are:



Ultrasonic Humidifiers



Warm-mist Humidifiers



Vaporizers



Evaporative Humidifiers



Handheld Steam Inhalers

\*Source: Cnet.com



**Ultrasonic Humidifiers**

These humidifiers produce a warm or cool mist by using a metal diaphragm vibrating at high frequency. The sound vibrations propel moisture into the air. The water molecules that are produced are extremely small, about one micron in diameter. These humidifiers do not use a fan and are quiet while operational. Ultrasonic humidifiers typically do not use a filter.



**Warm-mist Humidifiers**

These humidifiers are generally the least expensive. They work by boiling water that produces steam. The steam is then cooled slightly before being released into the air. Warm-mist tabletop units are quieter than the evaporative type of humidifiers.



**Vaporizers**

A vaporizer boils water that then releases steam and moisture into the air. A medicated inhalant can also be added to the vaporizer to help diminish coughing spells. Vaporizers tend to be healthier to use than cool-mist humidifiers because the steam is less likely to deliver impurities from the water in the holding tank.



## Evaporative Humidifiers

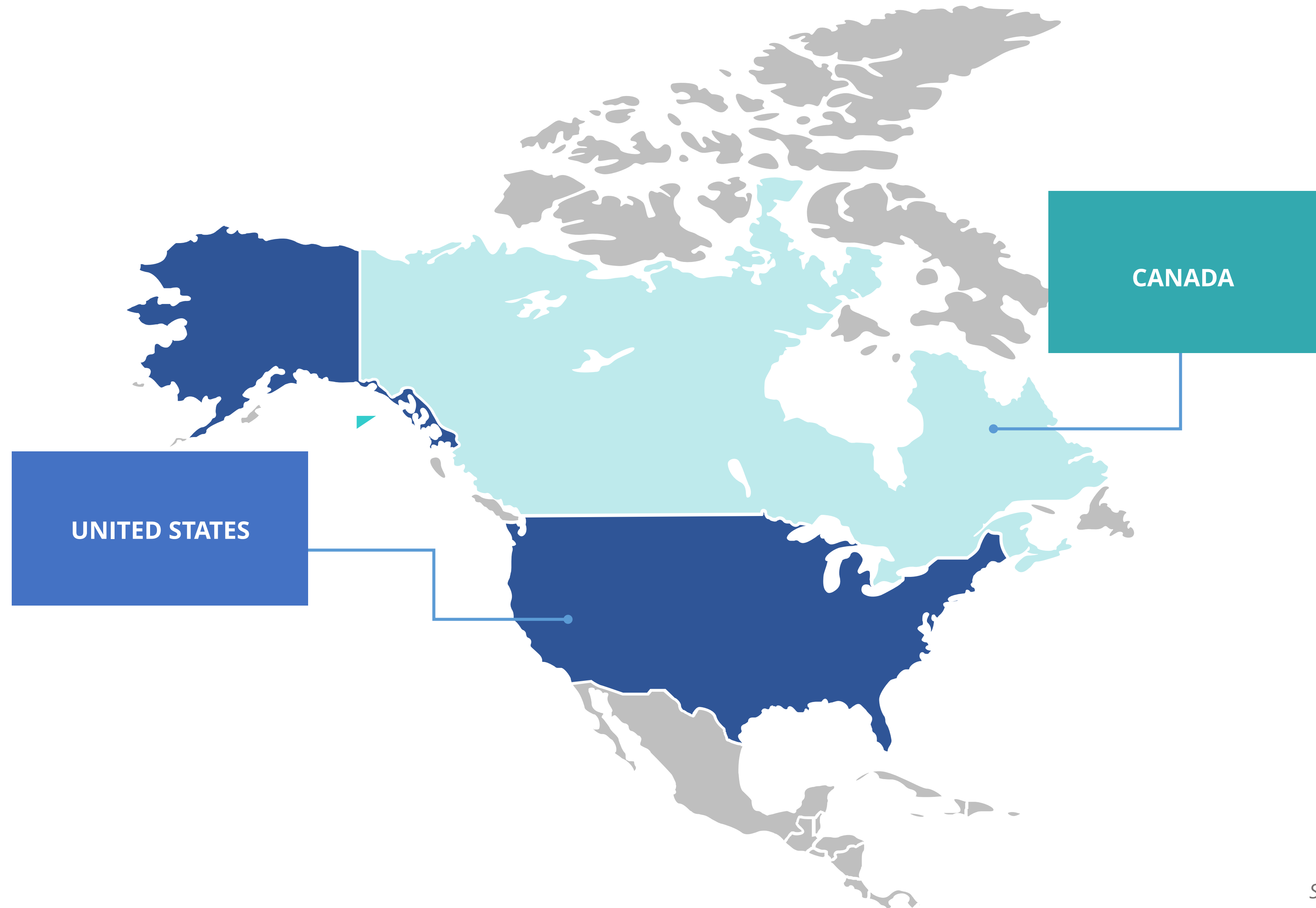
Evaporative humidifiers operate by soaking water up into a wick and expelling the moisture out with a fan.

These are the most common humidifiers on the market. They are also known as cool-mist or wick humidifiers. Evaporative humidifiers have three basic parts: the wick, a fan, and the water reservoir.



## Handheld Steam Inhalers

The steam inhaler is a small handheld device where water is placed into the reservoir. There is also an airflow system that allows a small amount of cool air to circulate as well as aid the steam effect. There are also inhalant pads that are lightly scented with eucalyptus and menthol.





**Interviews with key market participants:** The research methodology adopted while creating this research involved conducting interviews with various key market participants, enabling Verify Markets to identify various trends in the North American Portable Humidifier Market. Furthermore, discussions with industry participants enabled us to provide a comprehensive country-level view of the overall market. Next, the information was validated through our internal databases and market experts. The collected information was structured and collated into this report.



**Macro-economic factors and industry parameters:** Various country level parameters including the GDP, population, disposable incomes, product prices, and other trends were taken into consideration in the forecasting model. An in-depth analysis of these factors enabled Verify Markets to size and forecast the North American Portable Humidifier Market.



# ABOUT VERIFY MARKETS

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Verify Markets is a Research Firm specializing in Industrial, Environmental, Energy, Consumer Products and Water markets. Our Research & Consulting practice provides global industry analysis, custom engagements, end-user analysis, strategy consulting, strategic market intelligence, and forecasts that are designed to facilitate strategic decision-making. Our team of consultants, industry experts and analysts continually monitor and evaluate information to create insights for your business needs. We are comprised of a group of analysts that have been tracking their respective markets for a number of years.

Our goal is to help you reach yours.



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## METHODOLOGY

The methodology when formulating market trend projection is outlined below. Historical trends were determined through secondary research and Verify Markets in-house database.

- Secondary research was conducted. A list of key industry participants was put together.
- Telephonic interviews were conducted. Most of the leading participants across China were contacted.
- Bottom up methodology was used to calculate the market size.
- Market drivers and restraints were built into the forecasting model to estimate the revenue growth and market size figures.

## METHODOLOGY

**Profiles of Interviewees:** Vice President, Marketing Manager, Business Development Manager, Brand Manager, CEO (for smaller companies).

Most of the primary interview data was captured through telephonic interviews. Pictures, company contacts, preliminary data was captured through secondary research. Images are derived from company websites and other web sources.

Despite Verify Markets' best efforts, certain challenges were encountered and certain assumptions had to be made. The extremely competitive nature of the North American Portable Humidifier Market often results in an increased reluctance on the part of several competitors to discuss their market position, future plans, or market trends. Verify Markets used its skills and experience to extract the relevant data in order to complete the analysis.



**VERIFY MARKETS**

Verify Markets is not responsible for any incorrect information supplied to us by companies during our primary research process.

Verify Markets report is for customers' internal use and not for general publication. This research cannot be given, disclosed, or sold to non-customers or third parties. Since most of the data is based on company personnel views, it is subject to fluctuation.

# Verify Markets

# Capabilities

## Market Coverage

## Services

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Air Treatment

Environmental Technologies

Energy & Power Equipment

Power Supplies & Batteries

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Healthcare IT

Competitive Intelligence

Market Research

Custom Consulting

Strategic Planning

White Papers

Verified Leader Awards

Claim Validation

Strategy Workshops

Customized Monthly Newsletters





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**ANY QUESTIONS?  
CONTACT US AND SET UP A TIME TO  
SPEAK WITH OUR ANALYSTS.**





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