



VERIFY MARKETS

NORTH AMERICA PORTABLE HUMIDIFIER MARKET

TABLE OF CONTENTS

NORTH AMERICAN PORTABLE HUMIDIFIER MARKET

I. Scope of Research/Definitions	4
II. North American Portable Humidifier Market Data	6
a. Market Drivers.....	7
b. Market Restraints.....	10
c. Pricing Trends.....	13
d. Market Share by Product Type.....	16
e. North American Portable Humidifier Market: Revenue Forecasts, 2014-2021.....	18
f. Canadian Portable Humidifier Market: Revenue Forecasts, 2014-2021.....	20
g. United States Portable Humidifier Market: Revenue Forecasts, 2014-2021.....	22
h. Market Share by Geography: Canada & United States.....	24
i. Retail Market Share Analysis: North America.....	25
j. Market Share Analysis by Distribution Channel.....	29
k. Distribution Channel Trends: Retail vs. Online.....	30
l. Market Share Analysis by Manufacturer Revenue.....	32
m. Market Trends Summary.....	34
n. SWOT Analysis.....	35

TABLE OF CONTENTS

NORTH AMERICAN PORTABLE HUMIDIFIER MARKET

III. Product & Supplier Details: North America.....	36
a. Supplier Landscape.....	36
1. Helen of Troy.....	37
2. Jarden.....	38
3. Essick Air.....	39
4. Plaston / Air-O-Swiss.....	40
5. Crane USA.....	41
6. Pure Guardian, Inc.....	42
b. Latest Developments.....	43
IV. About Verify Markets	46
a. About Us	47
b. Methodology	48
c. Disclaimer	49
d. Contact Us	53

TERMS & DEFINITIONS

Relative Humidity (RH) - Measure of amount of moisture in the air relative to the total amount of moisture the air can hold.

Portable humidifier- A small air quality device designed to humidify a certain square footage area or room. Their moisture coverage area is limited to the recommended area the unit is designed for. They are two types: warm mist & cool mist.

Warm mist humidifier

Steam Humidifier- Boils water and releases steam into the room.

Cool mist humidifier

Impeller humidifier – Rotating disc that throws water on a diffuser and breaks the water into fine droplets, which float in the air. These droplets exit as a cool fog mist.

Wick/Evaporative humidifier – The most common portable humidifier and partially self-regulating. A wick is a filter that absorbs water from a reservoir and provides a larger surface area for the water to evaporate. A fan placed adjacent to the wick blows air to aid in evaporation.

Ultrasonic humidifier – These humidifiers use metal diaphragm, vibrating at very high frequency, to break down water into fine droplets that exit as fog. This type of humidifier is silent.

Humidistat – A device used to measure and control relative humidity.

Hygrometer – A device used to measure the humidity level of a particular area.

Console humidifier - This humidifier is encased in a cabinet and has a much wider whole-house coverage area. The humidification system is mostly evaporative and is only available in cool mist.

Vaporizer – A type of warm mist humidifier that uses boiling water to create hot steam.

TERMS & DEFINITIONS

Industry Associations

Air-Conditioning, Heating, and Refrigeration Institute (AHRI) is a trade association of HVAC product manufacturers. AHRI collects shipments of whole-house humidifiers on an annual basis.

The **Association of Home Appliance Manufacturers (AHAM)** is a trade association of home appliance manufacturers.

The United States **Environmental Protection Agency (EPA)** is an agency of the U.S. federal government which was created for the purpose of protecting human health and the environment. The EPA provides environmental information about many topics, including indoor air quality and energy.

In 1992, the EPA launched the **Energy Star** program, a voluntary program that fosters energy efficiency.

United States **Consumer Product Safety Commission (CPSC)** is an independent agency that regulates the sale and manufacture of more than 15,000 different consumer products in US.

ASHRAE (Formerly the **American Society of Heating, Refrigerating and Air Conditioning Engineers**), founded in 1894, is a building technology society that focuses on building systems, energy efficiency, indoor air quality, refrigeration and sustainability within the industry.



ABOUT VERIFY MARKETS

ABOUT US

EXPERT ADVICE AND STRATEGY CONSULTING

Verify Markets is a Research Firm specializing in Industrial, Environmental, Energy 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.



VERIFY MARKETS

VERIFIED LEADER

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 all countries 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. Information was verified through bill of lading material, secondary databases and macro economic information. Images are derived from company websites and other web sources.

AWARDS

Verify Markets identifies companies that are leaders within a respective industry. These companies are given awards, which are selected by the consultant writing the report. Companies can promote their award publicly to boost brand awareness and confidence.



DISCLAIMER

Despite Verify Markets' best efforts, certain challenges were encountered and certain assumptions had to be made. The extremely competitive nature of the 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 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

Water & Wastewater Treatment

Air Treatment

Environmental Technologies

Energy & Power Equipment

Power Supplies & Batteries

Oil & Gas

Building Technologies & Efficiency

Consumer Products

Healthcare IT

SERVICES

Competitive Intelligence

Market Research

Custom Consulting

Strategic Planning

White Papers

Verified Leader Awards

Claim Validation

Strategy Workshops

Customized Monthly Newsletters

LOCATIONS

GLOBAL PRESENCE





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

CONTACT US

WE'RE SOCIAL



+1.210.595.9687



INFO@VERIFYMARKETS.COM



FACEBOOK/VERIFYMARKETS



TWITTER/VERIFY_MARKETS



LINKEDIN/COMPANY/VERIFY-MARKETS