

Bread Maker Market by Product Type (Horizontal Loaf and Vertical Loaf), Application (Food Service, and Household), and Distribution Channel (Specialty Stores, Supermarkets/Hypermarkets, E-Commerce, and Others): Global Opportunity Analysis and Industry Forecast 2021–2027

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Abstracts

A bread maker also known as bread making machine is a home appliance used for making breads using required raw materials. It usually consists of a bread pan with built-in paddles below it which are mounted in the center of a small oven. Bread maker machines have various functions for different kinds of doughs. New bread maker machines are capable of preparing white bread, European-style, whole grain, and dough. Bread makers also have timers that allows the bread machine to operate without any user, and some high-end models also allow users to program custom cycles for bread making.

Majority of bread makers sold early in the 21st century had vertical pans, and some had horizontal but since past few years horizontal pan bread makers are as much in demand as vertical ones. Vertical loaf machines require high powered motors as whole mass of dough-ball is on paddle, when it kneads the dough on sides of the loaf-pan. Horizontal pan bread makers are comparatively economical; hence manufacturers prefer producing horizontal loaf bread makers.

The bread maker market is mainly driven by increased level of disposable income since last few years. Strong economic growth in developing countries and increase in employment opportunities for women is witnessing continuous growth in disposable incomes. Moreover, expanding working class, especially working women and increasing

nuclear families, coupled with busy lifestyles are among the major factors that support growth of the bread maker market. With the occurrence of COVID-19 pandemic, consumers prefer home-made food over packaged food from shops. Hence, consumers are choosing to bake their own bread in home and hence the demand for bread makers is expected to increase in coming years. Latest opportunities in the bread maker market can be seen in terms of smart bread makers. The newly invented smart bread makers have automated programs. Fully adjustable bread making programs provide a chance to bake bread exactly as per user demand. Flour of each different grain have specific characteristics and hence, require different baking and rising time. This can be achieved by smart bread makers, hence the market presents growth opportunities for smart bread makers during the forecast period.

The global bread maker market is segmented on the basis of product type, application, distribution channel, and region. On the basis of product type, the market is bifurcated into horizontal loaf, and vertical loaf. By application, it is categorized into food service and household. On the basis of distribution channel, the market is divided into specialty stores, supermarket/hypermarket, and e-commerce. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The key players profiled in the report include Breville Group Ltd., Koninklijke Philips N.V., Newell Brands Inc., Panasonic Corp., Siroca Inc., Spectrum Brands Holdings Inc., Stanley Black & Decker Inc., Zojirushi Corp, Sana Products s.r.l., and Cuisinart.

KEY BENEFITS FOR STAKEHOLDERS

This study provides an in-depth analysis of the bread maker market with current and future trends to elucidate the imminent investment pockets in the market.

The report provides information regarding key drivers, restraints, and opportunities with impact analysis.

Porters five forces analysis of industry and SWOT analysis of the key market players have been provided to illustrate the business strategies adopted by them.

The value chain analysis of the industry highlights the key intermediaries involved and elaborates their roles and value additions at every stage in the value chain.

The quantitative analysis of the market during the period 2021-2027 has been provided to elaborate the market potential.

KEY MARKET SEGMENTS

By Product Type

Horizontal Loaf

Vertical Loaf

By Application

Food Service

Household

By Distribution Channel

Specialty Stores

Supermarket/Hypermarket

E-Commerce

Others

By Region

North America

U.S.

Canada

Mexico

Europe

France

Italy

Germany

UK

Spain

Rest of Europe

Asia-Pacific

China

India

Japan

Australia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Argentina

Rest of LAMEA

Contents

CHAPTER 1:INTRODUCTION

- 1.1.Report description
- 1.2.Key benefits for stakeholders
- 1.3.Key market segments
- 1.4.Research methodology
 - 1.4.1.Primary research
 - 1.4.2.Secondary research
 - 1.4.3.Analyst tools and models

CHAPTER 2:EXECUTIVE SUMMARY

- 2.1.Key findings
 - 2.1.1.Top impacting factors
 - 2.1.2.Top investment pockets
- 2.2.CXO perspective

CHAPTER 3:MARKET OVERVIEW

- 3.1.Market definition and scope
- 3.2.Porter's five forces analysis
 - 3.2.1.Bargaining power of suppliers
 - 3.2.2.Bargaining power of buyers
 - 3.2.3.Threat of substitution
 - 3.2.4.Threat of new entrants
 - 3.2.5.Intensity of competitive rivalry
- 3.3.Covid-19 Impact on Bread Maker market
 - 3.3.1.Drivers
 - 3.3.1.1.Growth of Online Sales Channels
 - 3.3.1.2.Rising Disposable Income Globally
 - 3.3.2.Restraints
 - 3.3.2.1.Compact Size of the Bread Maker
 - 3.3.3.Opportunity
 - 3.3.3.1.Opportunities for Smart Bread Maker

CHAPTER 4:GLOBAL BREAD MAKER MARKET, BY PRODUCT TYPE

4.1.Overview

4.1.1.Market size and forecast, by Product Type

4.2.Horizontal Loaf

4.2.1.Key market trends, growth factors, and opportunities

4.2.2.Market size and forecast, by region

4.2.3.Market analysis, by country

4.3.Vertical Loaf

4.3.1.Key market trends, growth factors, and opportunities

4.3.2.Market size and forecast, by region

4.3.3.Market analysis, by country

CHAPTER 5:GLOBAL BREAD MAKER MARKET, BY APPLICATION

5.1.Overview

5.1.1.Market size and forecast, by Application

5.2.Food Service

5.2.1.Key market trends, growth factors, and opportunities

5.2.2.Market size and forecast, by region

5.2.3.Market analysis, by country

5.3.Household

5.3.1.Key market trends, growth factors, and opportunities

5.3.2.Market size and forecast, by region

5.3.3.Market analysis, by country

CHAPTER 6:GLOBAL BREAD MAKER MARKET, BY DISTRIBUTION CHANNEL

6.1.Overview

6.1.1.Market size and forecast, by Distribution Channel

6.2.Specialty Stores

6.2.1.Key market trends, growth factors, and opportunities

6.2.2.Market size and forecast, by region

6.2.3.Market analysis, by country

6.3.Supermarkets/hypermarkets

6.3.1.Key market trends, growth factors, and opportunities

6.3.2.Market size and forecast, by region

6.3.3.Market analysis, by country

6.4.E-Commerce

6.4.1.Key market trends, growth factors, and opportunities

6.4.2.Market size and forecast, by region

- 6.4.3. Market analysis, by country
- 6.5. Others
 - 6.5.1. Key market trends, growth factors, and opportunities
 - 6.5.2. Market size and forecast, by region
 - 6.5.3. Market analysis, by country

CHAPTER 7: BREAD MAKER MARKET, BY REGION

- 7.1. Overview
 - 7.1.1. Market size and forecast, by region
- 7.2. North America
 - 7.2.1. Key market trends, growth factors, and opportunities
 - 7.2.2. Market size and forecast, by Product Type
 - 7.2.3. Market size and forecast, by Application
 - 7.2.4. Market size and forecast, by Distribution Channel
 - 7.2.5. Market analysis, by country
 - 7.2.5.1. U.S.
 - 7.2.5.1.1. Market size and forecast, by Product Type
 - 7.2.5.1.2. Market size and forecast, by Application
 - 7.2.5.1.3. Market size and forecast, by Distribution Channel
 - 7.2.5.2. CANADA
 - 7.2.5.2.1. Market size and forecast, by Product Type
 - 7.2.5.2.2. Market size and forecast, by Application
 - 7.2.5.2.3. Market size and forecast, by Distribution Channel
 - 7.2.5.3. MEXICO
 - 7.2.5.3.1. Market size and forecast, by Product Type
 - 7.2.5.3.2. Market size and forecast, by Application
 - 7.2.5.3.3. Market size and forecast, by Distribution Channel
- 7.3. Europe
 - 7.3.1. Key market trends, growth factors, and opportunities
 - 7.3.2. Market size and forecast, by Product Type
 - 7.3.3. Market size and forecast, by Application
 - 7.3.4. Market size and forecast, by Distribution Channel
 - 7.3.5. Market analysis, by country
 - 7.3.5.1. FRANCE
 - 7.3.5.1.1. Market size and forecast, by Product Type
 - 7.3.5.1.2. Market size and forecast, by Application
 - 7.3.5.1.3. Market size and forecast, by Distribution Channel
 - 7.3.5.2. ITALY

7.3.5.2.1. Market size and forecast, by Product Type

7.3.5.2.2. Market size and forecast, by Application

7.3.5.2.3. Market size and forecast, by Distribution Channel

7.3.5.3. GERMANY

7.3.5.3.1. Market size and forecast, by Product Type

7.3.5.3.2. Market size and forecast, by Application

7.3.5.3.3. Market size and forecast, by Distribution Channel

7.3.5.4. UK

7.3.5.4.1. Market size and forecast, by Product Type

7.3.5.4.2. Market size and forecast, by Application

7.3.5.4.3. Market size and forecast, by Distribution Channel

7.3.5.5. SPAIN

7.3.5.5.1. Market size and forecast, by Product Type

7.3.5.5.2. Market size and forecast, by Application

7.3.5.5.3. Market size and forecast, by Distribution Channel

7.3.5.6. REST OF EUROPE

7.3.5.6.1. Market size and forecast, by Product Type

7.3.5.6.2. Market size and forecast, by Application

7.3.5.6.3. Market size and forecast, by Distribution Channel

7.4. Asia-Pacific

7.4.1. Key market trends, growth factors, and opportunities

7.4.2. Market size and forecast, by Product Type

7.4.3. Market size and forecast, by Application

7.4.4. Market size and forecast, by Distribution Channel

7.4.5. Market analysis, by country

7.4.5.1. CHINA

7.4.5.1.1. Market size and forecast, by Product Type

7.4.5.1.2. Market size and forecast, by Application

7.4.5.1.3. Market size and forecast, by Distribution Channel

7.4.5.2. INDIA

7.4.5.2.1. Market size and forecast, by Product Type

7.4.5.2.2. Market size and forecast, by Application

7.4.5.2.3. Market size and forecast, by Distribution Channel

7.4.5.3. JAPAN

7.4.5.3.1. Market size and forecast, by Product Type

7.4.5.3.2. Market size and forecast, by Application

7.4.5.3.3. Market size and forecast, by Distribution Channel

7.4.5.4. AUSTRALIA

7.4.5.4.1. Market size and forecast, by Product Type

- 7.4.5.4.2. Market size and forecast, by Application
- 7.4.5.4.3. Market size and forecast, by Distribution Channel
- 7.4.5.5. REST OF ASIA-PACIFIC
 - 7.4.5.5.1. Market size and forecast, by Product Type
 - 7.4.5.5.2. Market size and forecast, by Application
 - 7.4.5.5.3. Market size and forecast, by Distribution Channel

7.5. LAMEA

- 7.5.1. Key market trends, growth factors, and opportunities
- 7.5.2. Market size and forecast, by Product Type
- 7.5.3. Market size and forecast, by Application
- 7.5.4. Market size and forecast, by Distribution Channel
- 7.5.5. Market analysis, by country
 - 7.5.5.1. BRAZIL
 - 7.5.5.1.1. Market size and forecast, by Product Type
 - 7.5.5.1.2. Market size and forecast, by Application
 - 7.5.5.1.3. Market size and forecast, by Distribution Channel
 - 7.5.5.2. SOUTH AFRICA
 - 7.5.5.2.1. Market size and forecast, by Product Type
 - 7.5.5.2.2. Market size and forecast, by Application
 - 7.5.5.2.3. Market size and forecast, by Distribution Channel
 - 7.5.5.3. ARGENTINA
 - 7.5.5.3.1. Market size and forecast, by Product Type
 - 7.5.5.3.2. Market size and forecast, by Application
 - 7.5.5.3.3. Market size and forecast, by Distribution Channel
 - 7.5.5.4. REST OF LAMEA
 - 7.5.5.4.1. Market size and forecast, by Product Type
 - 7.5.5.4.2. Market size and forecast, by Application
 - 7.5.5.4.3. Market size and forecast, by Distribution Channel

CHAPTER 8: COMPETITION LANDSCAPE

- 8.1. Top winning strategies
- 8.2. Product mapping
- 8.3. Competitive dashboard
- 8.4. Competitive heat map
- 8.5. Key developments
 - 8.5.1. Product Launch

CHAPTER 9: COMPANY PROFILES

9.1.BREVILLE GROUP LTD.

- 9.1.1.Company overview
- 9.1.2.Key Executives
- 9.1.3.Company snapshot
- 9.1.4.Product portfolio
- 9.1.5.Key strategic moves and developments

9.2.KONINKLIJKE PHILIPS N.V.

- 9.2.1.Company overview
- 9.2.2.Key Executives
- 9.2.3.Company snapshot
- 9.2.4.Product portfolio
- 9.2.5.Key strategic moves and developments

9.3.NEWELL BRANDS INC.

- 9.3.1.Company overview
- 9.3.2.Key Executives
- 9.3.3.Company snapshot
- 9.3.4.Operating business segments
- 9.3.5.Product portfolio
- 9.3.6.R&D Expenditure
- 9.3.7.Business performance
- 9.3.8.Key strategic moves and developments

9.4.PANASONIC CORP.

- 9.4.1.Company overview
- 9.4.2.Key Executives
- 9.4.3.Company snapshot
- 9.4.4.Product portfolio
- 9.4.5.R&D Expenditure
- 9.4.6.Business performance
- 9.4.7.Key strategic moves and developments

9.5.SIROCA INC.

- 9.5.1.Company overview
- 9.5.2.Key Executives
- 9.5.3.Company snapshot
- 9.5.4.Product portfolio

9.6.SPECTRUM BRANDS HOLDINGS INC.

- 9.6.1.Company overview
- 9.6.2.Key Executives
- 9.6.3.Company snapshot

- 9.6.4.Operating business segments
- 9.6.5.Product portfolio
- 9.6.6.R&D Expenditure
- 9.6.7.Business performance
- 9.6.8.Key strategic moves and developments
- 9.7.SAMSUNG ELECTRONICS CO. LTD.
 - 9.7.1.Company overview
 - 9.7.2.Key Executives
 - 9.7.3.Company snapshot
 - 9.7.4.Operating business segments
 - 9.7.5.Product portfolio
 - 9.7.6.R&D Expenditure
 - 9.7.7.Business performance
- 9.8.SONY CORPORATION
 - 9.8.1.Company overview
 - 9.8.2.Key executive
 - 9.8.3.Company snapshot
 - 9.8.4.Operating business segments
 - 9.8.5.Product portfolio
 - 9.8.6.R&D expenditure
 - 9.8.7.Business performance
 - 9.8.8.Key strategic moves and developments
- 9.9.CUISINART
 - 9.9.1.Company overview
 - 9.9.2.Key Executives
 - 9.9.3.Company snapshot
 - 9.9.4.Operating business segments
 - 9.9.5.Product portfolio
 - 9.9.6.R&D Expenditure
 - 9.9.7.Business performance
- 9.10.SANA PRODUCTS S.R.L.
 - 9.10.1.Company overview
 - 9.10.2.Key Executives
 - 9.10.3.Company snapshot
 - 9.10.4.Operating business segments
 - 9.10.5.Product portfolio
 - 9.10.6.R&D Expenditure
 - 9.10.7.Business performance

List Of Tables

LIST OF TABLES

TABLE 01.GLOBAL BREAD MAKER MARKET, BY PRODUCT TYPE, 2019–2027 (\$ MILLION)

TABLE 02.HORIZONTAL LOAF BREAD MAKER MARKET, BY REGION, 2019–2027 (\$ MILLION)

TABLE 03.VERTICAL LOAF BREAD MAKER MARKET, BY REGION, 2019–2027 (\$ MILLION)

TABLE 04.GLOBAL BREAD MAKER MARKET, BY APPLICATION, 2019–2027 (\$ MILLION)

TABLE 05.FOOD SERVICE BREAD MAKER MARKET, BY REGION, 2019–2027 (\$ MILLION)

TABLE 06.HOUSEHOLD BREAD MAKER MARKET, BY REGION, 2019–2027 (\$ MILLION)

TABLE 07.GLOBAL BREAD MAKER MARKET VALUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$ MILLION)

TABLE 08.BREAD MAKER MARKET THROUGH SPECIALTY STORES, BY REGION, 2019–2027 (\$ MILLION)

TABLE 09.BREAD MAKER MARKET THROUGH SUPERMARKETS/HYPERMARKETS, BY REGION, 2019–2027 (\$ MILLION)

TABLE 10.BREAD MAKER MARKET THROUGH E-COMMERCE, BY REGION, 2019–2027 (\$ MILLION)

TABLE 11.BREAD MAKER MARKET THROUGH OTHERS, BY REGION, 2019–2027 (\$ MILLION)

TABLE 12.BREAD MAKER MARKET REVENUE, BY REGION, 2019–2027 (\$ MILLION)

TABLE 13.NORTH AMERICA BREAD MAKER MARKET REVENUE, BY PRODUCT TYPE 2019–2027 (\$ MILLION)

TABLE 14.NORTH AMERICA BREAD MAKER MARKET REVENUE, BY APPLICATION, 2019–2027 (\$ MILLION)

TABLE 15.NORTH AMERICA BREAD MAKER MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$ MILLION)

TABLE 16.NORTH AMERICA BREAD MAKER MARKET REVENUE, BY COUNTRY, 2019–2027 (\$ MILLION)

TABLE 17.U.S. BREAD MAKER MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$ MILLION)

TABLE 18.U.S. BREAD MAKER MARKET REVENUE, BY APPLICATION, 2019–2027

(\$ MILLION)

TABLE 19.U.S. BREAD MAKER MARKET VALUE, BY DISTRIBUTION CHANNEL,
2019–2027 (\$ MILLION)TABLE 20.CANADA BREAD MAKER MARKET REVENUE, BY PRODUCT TYPE,
2019–2027 (\$ MILLION)TABLE 21.CANADA BREAD MAKER MARKET REVENUE, BY APPLICATION,
2019–2027 (\$ MILLION)TABLE 22.CANADA BREAD MAKER MARKET VALUE, BY DISTRIBUTION
CHANNEL, 2019–2027 (\$ MILLION)TABLE 23.MEXICO BREAD MAKER MARKET REVENUE, BY PRODUCT TYPE,
2019–2027 (\$ MILLION)TABLE 24.MEXICO BREAD MAKER MARKET REVENUE, BY APPLICATION,
2019–2027 (\$ MILLION)TABLE 25.MEXICO BREAD MAKER MARKET VALUE, BY DISTRIBUTION CHANNEL,
2019–2027 (\$ MILLION)TABLE 26.EUROPE BREAD MAKER MARKET REVENUE, BY PRODUCT TYPE
2019–2027 (\$ MILLION)TABLE 27.EUROPE BREAD MAKER MARKET REVENUE, BY APPLICATION,
2019–2027 (\$ MILLION)TABLE 28.EUROPE BREAD MAKER MARKET REVENUE, BY DISTRIBUTION
CHANNEL, 2019–2027 (\$ MILLION)TABLE 29.EUROPE BREAD MAKER MARKET REVENUE, BY COUNTRY, 2019–2027
(\$ MILLION)TABLE 30.FRANCE BREAD MAKER MARKET REVENUE, BY PRODUCT TYPE,
2019–2027 (\$ MILLION)TABLE 31.FRANCE BREAD MAKER MARKET REVENUE, BY APPLICATION,
2019–2027 (\$ MILLION)TABLE 32.FRANCE BREAD MAKER MARKET VALUE, BY DISTRIBUTION
CHANNEL, 2019–2027 (\$ MILLION)TABLE 33.ITALY BREAD MAKER MARKET REVENUE, BY PRODUCT TYPE,
2019–2027 (\$ MILLION)TABLE 34.ITALY BREAD MAKER MARKET REVENUE, BY APPLICATION,
2019–2027 (\$ MILLION)TABLE 35.ITALY BREAD MAKER MARKET VALUE, BY DISTRIBUTION CHANNEL,
2019–2027 (\$ MILLION)TABLE 36.GERMANY BREAD MAKER MARKET REVENUE, BY PRODUCT TYPE,
2019–2027 (\$ MILLION)TABLE 37.GERMANY BREAD MAKER MARKET REVENUE, BY APPLICATION,
2019–2027 (\$ MILLION)

TABLE 38.GERMANY BREAD MAKER MARKET VALUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$ MILLION)

TABLE 39.UK BREAD MAKER MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$ MILLION)

TABLE 40.UK BREAD MAKER MARKET REVENUE, BY APPLICATION, 2019–2027 (\$ MILLION)

TABLE 41.UK BREAD MAKER MARKET VALUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$ MILLION)

TABLE 42.SPAIN BREAD MAKER MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$ MILLION)

TABLE 43.SPAIN BREAD MAKER MARKET REVENUE, BY APPLICATION, 2019–2027 (\$ MILLION)

TABLE 44.SPAIN BREAD MAKER MARKET VALUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$ MILLION)

TABLE 45.REST OF EUROPE BREAD MAKER MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$ MILLION)

TABLE 46.REST OF EUROPE BREAD MAKER MARKET REVENUE, BY APPLICATION, 2019–2027 (\$ MILLION)

TABLE 47.REST OF EUROPE BREAD MAKER MARKET VALUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$ MILLION)

TABLE 48.ASIA-PACIFIC BREAD MAKER MARKET REVENUE, BY PRODUCT TYPE 2019–2027 (\$ MILLION)

TABLE 49.ASIA-PACIFIC BREAD MAKER MARKET REVENUE, BY APPLICATION, 2019–2027 (\$ MILLION)

TABLE 50.ASIA-PACIFIC BREAD MAKER MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$ MILLION)

TABLE 51.ASIA-PACIFIC BREAD MAKER MARKET REVENUE, BY COUNTRY, 2019–2027 (\$ MILLION)

TABLE 52.CHINA BREAD MAKER MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$ MILLION)

TABLE 53.CHINA BREAD MAKER MARKET REVENUE, BY APPLICATION, 2019–2027 (\$ MILLION)

TABLE 54.CHINA BREAD MAKER MARKET VALUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$ MILLION)

TABLE 55.INDIA BREAD MAKER MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$ MILLION)

TABLE 56.INDIA BREAD MAKER MARKET REVENUE, BY APPLICATION, 2019–2027 (\$ MILLION)

TABLE 57.INDIA BREAD MAKER MARKET VALUE, BY DISTRIBUTION CHANNEL,

2019–2027 (\$ MILLION)

TABLE 58.JAPAN BREAD MAKER MARKET REVENUE, BY PRODUCT TYPE,
2019–2027 (\$ MILLION)

TABLE 59.JAPAN BREAD MAKER MARKET REVENUE, BY APPLICATION,
2019–2027 (\$ MILLION)

TABLE 60.JAPAN BREAD MAKER MARKET VALUE, BY DISTRIBUTION CHANNEL,
2019–2027 (\$ MILLION)

TABLE 61.AUSTRALIA BREAD MAKER MARKET REVENUE, BY PRODUCT TYPE,
2019–2027 (\$ MILLION)

TABLE 62.AUSTRALIA BREAD MAKER MARKET REVENUE, BY APPLICATION,
2019–2027 (\$ MILLION)

TABLE 63.AUSTRALIA BREAD MAKER MARKET VALUE, BY DISTRIBUTION
CHANNEL, 2019–2027 (\$ MILLION)

TABLE 64.REST OF ASIA-PACIFIC BREAD MAKER MARKET REVENUE, BY
PRODUCT TYPE, 2019–2027 (\$ MILLION)

TABLE 65.REST OF ASIA-PACIFIC BREAD MAKER MARKET REVENUE, BY
APPLICATION, 2019–2027 (\$ MILLION)

TABLE 66.REST OF ASIA-PACIFIC BREAD MAKER MARKET VALUE, BY
DISTRIBUTION CHANNEL, 2019–2027 (\$ MILLION)

TABLE 67.LAMEA BREAD MAKER MARKET REVENUE, BY PRODUCT TYPE
2019–2027 (\$ MILLION)

TABLE 68.LAMEA BREAD MAKER MARKET REVENUE, BY APPLICATION,
2019–2027 (\$ MILLION)

TABLE 69.LAMEA BREAD MAKER MARKET REVENUE, BY DISTRIBUTION
CHANNEL, 2019–2027 (\$ MILLION)

TABLE 70.LAMEA BREAD MAKER MARKET REVENUE, BY COUNTRY, 2019–2027
(\$ MILLION)

TABLE 71.BRAZIL BREAD MAKER MARKET REVENUE, BY PRODUCT TYPE,
2019–2027 (\$ MILLION)

TABLE 72.BRAZIL BREAD MAKER MARKET REVENUE, BY APPLICATION,
2019–2027 (\$ MILLION)

TABLE 73.BRAZIL BREAD MAKER MARKET VALUE, BY DISTRIBUTION CHANNEL,
2019–2027 (\$ MILLION)

TABLE 74.SOUTH AFRICA BREAD MAKER MARKET REVENUE, BY PRODUCT
TYPE, 2019–2027 (\$ MILLION)

TABLE 75.SOUTH AFRICA BREAD MAKER MARKET REVENUE, BY APPLICATION,
2019–2027 (\$ MILLION)

TABLE 76.SOUTH AFRICA BREAD MAKER MARKET VALUE, BY DISTRIBUTION
CHANNEL, 2019–2027 (\$ MILLION)

TABLE 77.ARGENTINA BREAD MAKER MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$ MILLION)

TABLE 78.ARGENTINA BREAD MAKER MARKET REVENUE, BY APPLICATION, 2019–2027 (\$ MILLION)

TABLE 79.ARGENTINA BREAD MAKER MARKET VALUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$ MILLION)

TABLE 80.REST OF LAMEA BREAD MAKER MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$ MILLION)

TABLE 81.REST OF LAMEA BREAD MAKER MARKET REVENUE, BY APPLICATION, 2019–2027 (\$ MILLION)

TABLE 82.REST OF LAMEA BREAD MAKER MARKET VALUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$ MILLION)

TABLE 83.BREVILLE GROUP LTD.: KEY EXECUTIVES

TABLE 84.ARASHI VISION INC. (INSTA360): COMPANY SNAPSHOT

TABLE 85.BREVILLE GROUP LTD.: PRODUCT PORTFOLIO

TABLE 86.KONINKLIJKE PHILIPS N.V.: KEY EXECUTIVES

TABLE 87.KONINKLIJKE PHILIPS N.V.: COMPANY SNAPSHOT

TABLE 88.KONINKLIJKE PHILIPS N.V.: PRODUCT PORTFOLIO

TABLE 89.NEWELL BRANDS INC.: KEY EXECUTIVES

TABLE 90.NEWELL BRANDS INC.: COMPANY SNAPSHOT

TABLE 91.NEWELL BRANDS INC.: OPERATING SEGMENTS

TABLE 92.NEWELL BRANDS INC.: PRODUCT PORTFOLIO

TABLE 93.NEWELL BRANDS INC.: R&D EXPENDITURE, 2017–2019 (\$MILLION)

TABLE 94.NEWELL BRANDS INC.: NET SALES, 2017–2019 (\$MILLION)

TABLE 95.PANASONIC CORP.: KEY EXECUTIVES

TABLE 96.PANASONIC CORP.: COMPANY SNAPSHOT

TABLE 97.PANASONIC CORP.: PRODUCT PORTFOLIO

TABLE 98.PANASONIC CORP.: R&D EXPENDITURE, 2017–2019 (\$MILLION)

TABLE 99.PANASONIC CORP.: NET SALES, 2017–2019 (\$MILLION)

TABLE 100.SIROCA INC.: KEY EXECUTIVES

TABLE 101.SIROCA INC.: COMPANY SNAPSHOT

TABLE 102.SIROCA INC.: PRODUCT PORTFOLIO

TABLE 103.SPECTRUM BRANDS HOLDINGS INC.: KEY EXECUTIVES

TABLE 104.SPECTRUM BRANDS HOLDINGS INC.: COMPANY SNAPSHOT

TABLE 105.SPECTRUM BRANDS HOLDINGS INC.: OPERATING SEGMENTS

TABLE 106.SPECTRUM BRANDS HOLDINGS INC.: PRODUCT PORTFOLIO

TABLE 107.SPECTRUM BRANDS HOLDINGS INC.: R&D EXPENDITURE, 2017–2019 (\$MILLION)

TABLE 108.SPECTRUM BRANDS HOLDINGS INC.: NET SALES, 2017–2019

(\$MILLION)

TABLE 109.SAMSUNG ELECTRONICS CO. LTD.: KEY EXECUTIVES

TABLE 110.SAMSUNG ELECTRONICS CO. LTD.: COMPANY SNAPSHOT

TABLE 111.SAMSUNG ELECTRONICS CO. LTD.: OPERATING SEGMENTS

TABLE 112.SAMSUNG ELECTRONICS CO. LTD.: PRODUCT PORTFOLIO

TABLE 113.SAMSUNG ELECTRONICS CO. LTD.: R&D EXPENDITURE, 2017–2019

(\$MILLION)

TABLE 114.SAMSUNG ELECTRONICS CO. LTD.: NET SALES, 2017–2019

(\$MILLION)

TABLE 115.SONY CORPORATION: KEY EXECUTIVE

TABLE 116.SONY CORPORATION: COMPANY SNAPSHOT

TABLE 117.SONY CORPORATION: OPERATING SEGMENTS

TABLE 118.SONY CORPORATION: PRODUCT PORTFOLIO

TABLE 119.SONY CORPORATION: R&D EXPENDITURE, 2017–2019 (\$MILLION)

TABLE 120.SONY CORPORATION: NET SALES, 2017–2019 (\$MILLION)

TABLE 121.CUISINART: KEY EXECUTIVES

TABLE 122.CUISINART: COMPANY SNAPSHOT

TABLE 123.CUISINART: OPERATING SEGMENTS

TABLE 124.CUISINART: PRODUCT PORTFOLIO

TABLE 125.CUISINART: R&D EXPENDITURE, 2017–2019 (\$MILLION)

TABLE 126.CUISINART: NET SALES, 2017–2019 (\$MILLION)

TABLE 127.SANA PRODUCTS S.R.L.: KEY EXECUTIVES

TABLE 128.SANA PRODUCTS S.R.L.: COMPANY SNAPSHOT

TABLE 129.SANA PRODUCTS S.R.L.: OPERATING SEGMENTS

TABLE 130.SANA PRODUCTS S.R.L.: PRODUCT PORTFOLIO

TABLE 131.SANA PRODUCTS S.R.L.: R&D EXPENDITURE, 2017–2019 (\$MILLION)

TABLE 132.SANA PRODUCTS S.R.L.: NET SALES, 2017–2019 (\$MILLION)

List Of Figures

LIST OF FIGURES

FIGURE 01.KEY MARKET SEGMENTS

FIGURE 02.EXECUTIVE SUMMARY

FIGURE 03.TOP IMPACTING FACTORS

FIGURE 04.TOP INVESTMENT POCKETS

FIGURE 05.MODERATE BARGAINING POWER OF SUPPLIERS

FIGURE 06.HIGH BARGAINING POWER OF BUYERS

FIGURE 07.HIGH THREAT OF SUBSTITUTION

FIGURE 08.MODERATE THREAT OF NEW ENTRANTS

FIGURE 09.HIGH INTENSITY OF COMPETITIVE RIVALRY

FIGURE 10.GLOBAL BREAD MAKER MARKET, BY PRODUCT TYPE, 2019 (%)

FIGURE 11.COMPARATIVE VALUE SHARE ANALYSIS OF HORIZONTAL LOAF BREAD MAKER MARKET, BY COUNTRY, 2019 & 2027 (%)

FIGURE 12.COMPARATIVE VALUE SHARE ANALYSIS OF VERTICAL LOAF BREAD MAKER MARKET, BY COUNTRY, 2019 & 2027 (%)

FIGURE 13.GLOBAL BREAD MAKER MARKET, BY APPLICATION, 2019 (%)

FIGURE 14.COMPARATIVE VALUE SHARE ANALYSIS OF GLOBAL FOOD SERVICE BREAD MAKER MARKET, BY COUNTRY, 2019 & 2027 (%)

FIGURE 15.COMPARATIVE VALUE SHARE ANALYSIS OF HOUSEHOLD BREAD MAKER MARKET, BY COUNTRY, 2019 & 2027 (%)

FIGURE 16.GLOBAL BREAD MAKER MARKET, BY DISTRIBUTION CHANNEL, 2019 (%)

FIGURE 17.COMPARATIVE VALUE SHARE ANALYSIS OF BREAD MAKER MARKET THROUGH SPECIALTY STORES, BY COUNTRY, 2019 & 2027 (%)

FIGURE 18.COMPARATIVE VALUE SHARE ANALYSIS OF GLOBAL BREAD MAKER MARKET THROUGH SUPERMARKETS/HYPERMARKETS, BY COUNTRY, 2019 & 2027 (%)

FIGURE 19.COMPARATIVE VALUE SHARE ANALYSIS OF BREAD MAKER MARKET THROUGH E-COMMERCE, BY COUNTRY, 2019 & 2027 (%)

FIGURE 20.COMPARATIVE VALUE SHARE ANALYSIS OF GLOBAL BREAD MAKER MARKET THROUGH OTHERS, BY COUNTRY, 2019 & 2027 (%)

FIGURE 21.GLOBAL BREAD MAKER MARKET, BY REGION 2019 (%)

FIGURE 22.U.S. BREAD MAKER MARKET, 2019-2027 (\$ MILLION)

FIGURE 23.CANADA BREAD MAKER MARKET, 2019-2027 (\$ MILLION)

FIGURE 24.MEXICO BREAD MAKER MARKET, 2019-2027 (\$ MILLION)

FIGURE 25.FRANCE BREAD MAKER MARKET, 2019-2027 (\$ MILLION)

- FIGURE 26.ITALY BREAD MAKER MARKET, 2019-2027 (\$ MILLION)
- FIGURE 27.GERMANY BREAD MAKER MARKET, 2019-2027 (\$ MILLION)
- FIGURE 28.UK BREAD MAKER MARKET, 2019-2027 (\$ MILLION)
- FIGURE 29.SPAIN BREAD MAKER MARKET, 2019-2027 (\$ MILLION)
- FIGURE 30.REST OF EUROPE BREAD MAKER MARKET, 2019-2027 (\$ MILLION)
- FIGURE 31.CHINA BREAD MAKER MARKET, 2019-2027 (\$ MILLION)
- FIGURE 32.INDIA BREAD MAKER MARKET, 2019-2027 (\$ MILLION)
- FIGURE 33.JAPAN BREAD MAKER MARKET, 2019-2027 (\$ MILLION)
- FIGURE 34.AUSTRALIA BREAD MAKER MARKET, 2019-2027 (\$ MILLION)
- FIGURE 35.REST OF ASIA-PACIFIC BREAD MAKER MARKET, 2019-2027 (\$ MILLION)
- FIGURE 36.BRAZIL BREAD MAKER MARKET, 2019-2027 (\$ MILLION)
- FIGURE 37.SOUTH AFRICA BREAD MAKER MARKET, 2019-2027 (\$ MILLION)
- FIGURE 38.ARGENTINA BREAD MAKER MARKET, 2019-2027 (\$ MILLION)
- FIGURE 39.REST OF LAMEA BREAD MAKER MARKET, 2019-2027 (\$ MILLION)
- FIGURE 40.TOP WINNING STRATEGIES, BY YEAR, 2017–2020*
- FIGURE 41.TOP WINNING STRATEGIES, BY COMPANY, 2017–2020*
- FIGURE 42.PRODUCT MAPPING OF TOP 10 KEY PLAYERS
- FIGURE 43.COMPETITIVE DASHBOARD OF TOP 10 KEY PLAYERS
- FIGURE 44.COMPETITIVE HEATMAP OF TOP 10 KEY PLAYERS
- FIGURE 45.NEWELL BRANDS INC.: R&D EXPENDITURE, 2017–2019 (\$MILLION)
- FIGURE 46.NEWELL BRANDS INC.: NET SALES, 2017–2019 (\$MILLION)
- FIGURE 47.NEWELL BRANDS INC.: REVENUE SHARE BY SEGMENT, 2019 (%)
- FIGURE 48.NEWELL BRANDS INC.: REVENUE SHARE BY REGION, 2019 (%)
- FIGURE 49.PANASONIC CORP.: R&D EXPENDITURE, 2017–2019 (\$MILLION)
- FIGURE 50.PANASONIC CORP.: NET SALES, 2017–2019 (\$MILLION)
- FIGURE 51.PANASONIC CORP.: REVENUE SHARE BY REGION, 2019 (%)
- FIGURE 52.SPECTRUM BRANDS HOLDINGS INC.: R&D EXPENDITURE, 2017–2019 (\$MILLION)
- FIGURE 53.SPECTRUM BRANDS HOLDINGS INC.: NET SALES, 2017–2019 (\$MILLION)
- FIGURE 54.SPECTRUM BRANDS HOLDINGS INC.: REVENUE SHARE BY SEGMENT, 2019 (%)
- FIGURE 55.SPECTRUM BRANDS HOLDINGS INC.: REVENUE SHARE BY REGION, 2019 (%)
- FIGURE 56.SAMSUNG ELECTRONICS CO. LTD.: R&D EXPENDITURE, 2017–2019 (\$MILLION)
- FIGURE 57.SAMSUNG ELECTRONICS CO. LTD.: NET SALES, 2017–2019 (\$MILLION)

FIGURE 58.SAMSUNG ELECTRONICS CO. LTD.: REVENUE SHARE BY SEGMENT, 2019 (%)

FIGURE 59.SAMSUNG ELECTRONICS CO. LTD.: REVENUE SHARE BY REGION, 2019 (%)

FIGURE 60.SONY CORPORATION: R&D EXPENDITURE, 2017–2019 (\$MILLION)

FIGURE 61.SONY CORPORATION: NET SALES, 2017–2019 (\$MILLION)

FIGURE 62.SONY CORPORATION: REVENUE SHARE BY SEGMENT, 2019 (%)

FIGURE 63.SONY CORPORATION: REVENUE SHARE BY REGION, 2019 (%)

FIGURE 64.CUISINART: R&D EXPENDITURE, 2017–2019 (\$MILLION)

FIGURE 65.CUISINART: NET SALES, 2017–2019 (\$MILLION)

FIGURE 66.CUISINART: REVENUE SHARE BY SEGMENT, 2019 (%)

FIGURE 67.CUISINART: REVENUE SHARE BY REGION, 2019 (%)

FIGURE 68.SANA PRODUCTS S.R.L.: R&D EXPENDITURE, 2017–2019 (\$MILLION)

FIGURE 69.SANA PRODUCTS S.R.L.: NET SALES, 2017–2019 (\$MILLION)

FIGURE 70.SANA PRODUCTS S.R.L.: REVENUE SHARE BY SEGMENT, 2019 (%)

FIGURE 71.SANA PRODUCTS S.R.L.: REVENUE SHARE BY REGION, 2019 (%)

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