

# Sewing Machine Market by Product Type (Mechanical, Electronic, and Embroidery), Application (Domestic and Industrial), and Distribution Channel (Online and Offline): Global Opportunity Analysis and Industry Forecast 2021–2027

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## Abstracts

Sewing machine is one the machines used for stitching material (mainly cloth or leather), generally having a shuttle and needle to carry thread and powered by treadle, waterpower or electricity. Sewing machine was the first widely distributed mechanical home appliance and it has become an important industrial machine. Modern sewing machine designs have been seen in a numerous variety, mostly for special industrial purposes but the basic operation remains unchanged. Modern sewing machines are commonly powered by an electric motor but the foot-treadle machine is still in wide use in much of the world.

Asia-Pacific has been seen as a largest market for sewing machine market. Due to low maintenance cost manufacturing of products are preferred to be produced in this region. Other factors such as favorable government policies, cheap labor, and raw materials, also contribute huge demand for production as well as sales of sewing machine in this region for this market. Over the years, growth has been seen in LAMEA region due to increase in preference among consumers regarding fashionable clothes and making decorative products for homes using sewing machines. This region has seen as one of the fastest growing demand in the sewing machine market.

Other trends include key players are increasing their efforts toward the incorporation of advanced technologies such as AI (Artificial Intelligence), 3D printing, and IoT (Internet of Things). Europe is the second largest region of the sewing machine market. Due to increase in the disposable income of the people in Europe, the demand for sewing

machines in the region is increasing. Technological innovations and advancements as well as automation are also contributing in increasing the demand for sewing machines in coming years. North America has seen the fastest demand in the sewing machine market. Being a developed region, there are numerous technological innovations and advancements in the product that has been lucrative to targeted consumers such as professionals, experts, as well as industries such as fashion and textiles in the sewing machine market.

The sewing machine market is segmented on the basis of product type, application, distribution channel, and region. By product type, the market is divided into mechanical, electronic, and embroidery. By application, the market is classified into domestic and industrial. By distribution channel, it is fragmented into online and offline. By region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key players operating in the sewing machine market include Bernina International AG, Brother Industries, Ltd, Janome Sewing Machine Co Ltd, JUKI Corporation, Merrow Sewing Machine Company, Mitsubishi Electric Corporation, Necchi Italia S.r.l., Singer India Limited, Tacony Corporation, and Usha International Limited. Other noticeable players in these markets are Pegasus Sewing Machine Mfg. Co. Ltd, Aisin Seiki Co., Ltd., and China Feiyue Inc.

## KEY BENEFITS FOR STAKEHOLDERS

The report provides an extensive analysis of the current and emerging market trends and opportunities in the sewing machine market.

The report provides detailed qualitative and quantitative analysis of current trends and future estimations that help evaluate prevailing market opportunities.

A comprehensive analysis of the factors that drive and restrict the growth of the market is provided.

An extensive analysis of the market is conducted by following key product positioning and monitoring the top competitors within the market framework.

The report provides extensive qualitative insights on the potential segments or regions exhibiting favorable growth.

## KEY MARKET SEGMENTS

### By Product Type

Mechanical

Electronics

Embroidery

### By Application

Domestic

Industrial

### By Distribution Channel

Online

Offline

### By Region

North America

U.S.

Canada

Mexico

Europe

Germany

UK

Italy

Netherland

Spain

Rest of Europe

Asia-Pacific

China

India

Japan

Bangladesh

Vietnam

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Argentina

Rest of the Europe

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