

Global Garment Steamer Market Size Study, by Application (Clothes, Curtains, Carpets, Others), by Distribution Channel (Supermarket/Hypermarket, Online), and Regional Forecasts 2022-2032

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Abstracts

The global garment steamer market is valued at approximately USD 3.01 billion in 2023 and is anticipated to grow with a robust CAGR of 5.8% over the forecast period 2024-2032. Garment steamers have gained immense popularity due to their ability to simplify fabric care, offering an effective alternative to traditional ironing. This shift in consumer preferences toward convenient, user-friendly solutions drives the market's growth trajectory.

The increasing consumer inclination toward modern and energy-efficient appliances is a significant driver for market expansion. Unlike traditional irons, garment steamers ensure quick wrinkle removal, catering especially to delicate fabrics. The market's evolution is fueled by innovations such as handheld and upright steamers designed to cater to residential and commercial users. Features like portability, enhanced steaming capabilities, and smart connectivity make garment steamers an essential household appliance.

Growing environmental consciousness further propels the adoption of garment steamers as they use less energy compared to conventional methods. Additionally, their ability to refresh textiles without extensive setups makes them popular in both urban households and among frequent travelers. The rising working population, increasing disposable incomes, and a fast-paced lifestyle globally contribute to the growing demand for garment steamers.

However, the market faces challenges from high product pricing in some regions and

competition from traditional fabric care methods. Despite this, opportunities abound, particularly with the integration of advanced features such as IoT connectivity, multi-functional steaming, and eco-friendly designs, paving the way for market growth across emerging economies.

The garment steamer market exhibits significant regional variations. Europe dominates the global market with a revenue share of 34.5% in 2023, driven by a strong fashion industry and a growing preference for eco-friendly appliances. North America is expected to witness substantial growth owing to busy lifestyles and demand for technologically advanced fabric care solutions. Meanwhile, the Asia-Pacific region is poised to grow at a rapid pace, driven by increasing urbanization, disposable incomes, and middle-class expansion in economies like China and India.

Major market players included in this report are:

Haier Group

Koninklijke Philips N.V.

Rowenta

CHIGO

Midea Group

Conair LLC

Jiffy Steamer Company, LLC

AB Electrolux

Panasonic Marketing Middle East & Africa FZE

FLYCO

PurSteam

SteamFast

SALAV USA

Tefal

SharkNinja

The detailed segments and sub-segments of the market are explained below:

By Application

Clothes

Curtains

Carpets

Others

By Distribution Channel

Supermarket/Hypermarket

Online

By Region

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

Latin America

Brazil

Argentina

Middle East & Africa (MEA)

South Africa

UAE

Years considered for the study are as follows:

Global Garment Steamer Market Size Study, by Application (Clothes, Curtains, Carpets, Others), by Distribution...

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional-level analysis for each market segment.

Detailed geographical analysis with country-level insights into major regions.

Competitive landscape profiling key players in the market.

Recommendations on strategies for future market approaches.

Demand- and supply-side analysis of the market.

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