

# **Global Household Cooking Appliance Market Size study with COVID-19 Impact, by Type (Cooktops & cooking ranges, Ovens and Specialized appliances), and Regional Forecasts 2020-2026**

<https://marketpublishers.com/r/G3FBEA3CAA42EN.html>

Date: May 2020

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G3FBEA3CAA42EN

## **Abstracts**

Global Household Cooking Appliance Market is valued approximately USD 85.5 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 6.5% over the forecast period 2020-2026. Household cooking appliances include microwave ovens, electric stoves, barbeques and grills, and others, which helps in meeting the basic needs of consumers, i.e., food. Due to COVID-19 various industries and manufacturing sectors have been shut temporarily, the household cooking appliances market is also facing various challenges across the world. The rising number of nuclear families and more working women and induction as a better alternative to gas or electric cooktops are the few factors responsible for growth of the market over the forecast period. Moreover, rising adoption of customer towards latest technology which help in food preparation easily and quickly as well as changing lifestyles and increasing disposable income are encouraging consumers to buy fancier cooking appliances, driving the growth of this market. Furthermore, technological advancements and other strategic alliance by various market player will create a lucrative demand for this market. For instance, as per company's news release on 20th March 2019, Electrolux AB launched a new kitchen range in Europe, by combining technology with human-centric Scandinavian design. The Electrolux kitchen range includes hobs, ovens, fridges, freezers, dishwashers and hoods with the simplicity of Scandinavian design to offer a seamless aesthetic with attention to detail and ergonomics, making the products user friendly for customer. However, high prices of these appliances is the major factor restraining the growth of global Household Cooking Appliance market during the forecast period.

The regional analysis of global Household Cooking Appliance market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region across the world due to the increased demand for cooking equipment in this region. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2026.

Major market player included in this report are:

Electrolux AB  
Winia Daewoo (Dongbu Daewoo Electronics)  
Whirlpool Corporation  
Haier Group Corporation  
LG Electronics Inc.  
Panasonic Corporation  
Philips Electronics  
Robert Bosch GmbH  
Fisher & Paykel Appliances Holdings Ltd  
Smeg

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Cooktops & cooking ranges  
Ovens  
Specialized appliances

By Region:

North America  
U.S.  
Canada  
Europe

UK  
Germany  
Asia Pacific  
China  
India  
Japan  
Latin America  
Brazil  
Mexico  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2016, 2017, 2018  
Base year – 2019  
Forecast period – 2020 to 2026

Target Audience of the Global Household Cooking Appliance Market in Market Study:

Key Consulting Companies & Advisors  
Large, medium-sized, and small enterprises  
Venture capitalists  
Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors

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