

# **Global Portable Blenders Market Size Study, by Material (Plastic, Glass, Steel), by Distribution Channel (Offline, Online), and Regional Forecasts 2022-2032**

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## **Abstracts**

The global portable blenders market, valued at approximately USD 144.93 million in 2023, is set to experience robust growth with a compound annual growth rate (CAGR) of 12.40% during the forecast period from 2024 to 2032. Portable blenders, a game-changer in the modern kitchen landscape, cater to the increasing consumer preference for health-conscious lifestyles and on-the-go nutrition. These compact devices are meticulously designed to offer convenience without compromising on functionality, enabling consumers to create smoothies, juices, and purees anytime, anywhere.

The escalating demand for portable blenders can be attributed to the global shift towards fitness and healthy eating habits. Coupled with advancements in battery technology and the adoption of eco-friendly materials like BPA-free plastics and stainless steel, manufacturers are tapping into the evolving needs of eco-conscious consumers. Despite these promising trends, the market faces challenges such as high product costs and durability concerns, particularly in lower-priced segments, which could potentially hinder widespread adoption in emerging economies.

Innovations in blending technology, including powerful yet silent motors and USB rechargeable systems, are reshaping consumer expectations. Furthermore, e-commerce platforms have significantly boosted product accessibility, offering an array of options across various price ranges. Key players are leveraging partnerships with fitness influencers and dietitians to increase product visibility, while simultaneously exploring collaborations with premium food brands to expand their market footprint.

Regionally, North America dominates the portable blenders market in 2023, driven by a well-established consumer base with a preference for innovative kitchen appliances. Europe closely follows, propelled by rising health awareness and an affinity for compact household gadgets. Meanwhile, the Asia Pacific region is poised for exponential growth, fueled by rapid urbanization, rising disposable incomes, and the increasing penetration of e-commerce platforms across developing economies.

Major market players included in this report are:

Nutribullet LLC

Hamilton Beach Brands, Inc.

SharkNinja Operating LLC

Conair Corporation

BlendJet

Oster (Sunbeam Products, Inc.)

Philips Domestic Appliances

Breville Group Limited

Tribest Corporation

Vitamix

Xiaomi Corporation

KitchenAid (Whirlpool Corporation)

BLACK+DECKER (Stanley Black & Decker)

Ninja Kitchen

Homgeek

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

By Material:

Plastic

Glass

Steel

By Distribution Channel:

Offline

Online

By Region:

North America:

U.S.

Canada

Europe:

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific:

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America:

Brazil

Mexico

Rest of Latin America

Middle East & Africa:

Saudi Arabia

South Africa

Rest of Middle East & Africa

Years considered for the study are as follows:

Historical Year: 2022

Base Year: 2023

Forecast Period: 2024 to 2032

### Key Takeaways:

**Comprehensive Forecasts:** A detailed 10-year forecast providing insights into revenue trends and market dynamics across regions.

**Regional Insights:** Analysis of trends at a country-specific level within key regions such as North America, Europe, and Asia Pacific.

**Strategic Recommendations:** Expert recommendations to optimize business strategies in line with market trends.

**Competitive Landscape:** An overview of the competitive strategies employed by leading market players.

**Supply-Demand Analysis:** In-depth evaluation of the factors influencing market supply and demand.

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