

Global Airfryer Market Research Report 2026(Status and Outlook)

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Abstracts

An air fryer is a kitchen appliance that cooks by circulating hot air around the food using the convection mechanism. It is a smaller version of the convection oven. A mechanical fan circulates the hot air around the food at high speed, cooking the food and producing a crispy layer via the browning reactions of caramelization and the Maillard reaction. The Maillard reaction requires temperatures of between 280-330°F (140-165°C), while caramelization temperatures depend on the sugar being caramelized and range from 230-360°F (110-180°C). The world Top 5 players in the Airfryer market are Philips, SEB, Hyundai, Joyoung, Midea. These Top companies currently account for more than 42% of the total market share. Looking to the future years, prices gap between different brands will change. Similarly, there will be fluctuation in gross margin. The driving factors of the air fryer market mainly include the following aspects: Increased health awareness of consumers As consumers become more aware of the side effects of excessive consumption of unhealthy diets, they begin to turn to healthier, low-fat alternatives. Air fryers, with their unique working principle, use powerful convection hot air instead of traditional high-temperature frying to better achieve the low-oil and fat-reducing cooking effect of food, meeting consumers' demand for healthy diets. This trend not only drives individual consumers to buy air fryers, but also leads to growing demand for air fryers in commercial environments such as hospitals, hotels and restaurants. Changes in consumer preferences In recent years, the reduction in junk food consumption and the increasing popularity of low-fat or low-oil foods have driven kitchen appliance manufacturers to launch innovative products with health awareness. As one of the leaders, air fryers have been favored by consumers for their convenience and healthiness in cooking. In addition, social media, blogs and websites are also paying more and more attention to health and wellness trends, promoting low-oil or oil-free foods and related benefits, which has further promoted the growth of the air fryer market. Increased demand in commercial kitchens The growing demand for air fryers in

commercial kitchens is mainly attributed to their effectiveness, adaptability, and ability to produce healthier alternatives to fried foods. Air fryers not only meet the dietary choices of health-conscious consumers, but also speed up the cooking process in professional environments. Commercial environments such as hospitals, hotels, and restaurants use air fryers as effective kitchen appliances, providing a healthier alternative to traditional frying technology, meeting customers' growing demand for healthy meals. Technological innovation and product upgrades The continued growth of the air fryer market is also due to technological innovation and product upgrades. As production technology continues to mature, more brands have entered the market, and consumers have more diverse choices. At the same time, companies continue to increase their R&D investment to promote the continuous optimization of air fryer performance and functions. For example, new smart air fryer products have achieved precise time and temperature control and remote control under WIFI connection, and provide a technical basis for more personalized needs. These technological innovations not only enhance the competitiveness of products, but also meet the increasingly diverse needs of consumers. Development potential in emerging markets Despite the slowdown in the domestic market, there is still huge room for expansion in the air fryer market worldwide. The development potential of emerging markets is particularly significant. As global consumers pursue healthy diets and change cooking methods, the demand for air fryers in emerging markets continues to increase. In addition, as a major manufacturer of consumer electrical appliances and durable goods, China's own brands are expected to continue to grow in overseas markets. In summary, the driving factors of the air fryer market mainly include the increase in consumer health awareness, changes in consumer preferences, the increase in demand for commercial kitchens, technological innovation and product upgrades, and the development potential of emerging markets. These factors have jointly promoted the continued growth and development of the air fryer market.

The global Airfryer market size was estimated at USD 1747.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 5.70% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Airfryer market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the

industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Airfryer market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Airfryer market.

Global Airfryer Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Philips
SEB
Hyundai
Joyoung
Midea
Liven
LOCK&LOCK
Royalstar
BIYI Group

Hongxin
Zhejiang Suteng Industrial and Trading co.,ltd.
Breville
GoWise USA
Cuisinart?Conair?
DeLonghi
German Pool Group
Avalon Bay
YEDI
Vonshef?DOMU?

Market Segmentation (by Type)

Drawer Type Air Fryer
Lid Type Air Fryer
Oven Type Air Fryer

Market Segmentation (by Application)

Household
Commercial

Geographic Segmentation

North America (USA, Canada, Mexico)
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)
South America (Brazil, Argentina, Columbia, Rest of South America)
The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study
Neutral perspective on the market performance
Recent industry trends and developments
Competitive landscape & strategies of key players
Potential & niche segments and regions exhibiting promising growth covered
Historical, current, and projected market size, in terms of value

In-depth analysis of the Airfryer Market

Overview of the regional outlook of the Airfryer Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Airfryer Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future

development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Airfryer, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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