

Global Food Scale Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Food scales are essential tools in the kitchen for precise measurement of ingredients. These devices come in various types, including digital scales, mechanical scales, and smart scales, catering to the needs of both home cooks and professional chefs. The market for food scales is positioned at the intersection of the kitchenware and technology sectors, offering accuracy and convenience to users.

The current market size for food scales in 2023 is estimated at approximately USD 250 million. With a projected Compound Annual Growth Rate (CAGR) of 5.75% from 2024 to 2032, the market is expected to reach USD 380 million by the end of the forecast period. This growth can be attributed to several key drivers and market forces.

One of the primary growth drivers for food scales is the increasing focus on healthy eating and home cooking. As more individuals become health-conscious and prefer cooking meals from scratch, the demand for accurate measurement tools like food scales rises. Additionally, the growing trend of smart kitchens and connected devices has led to the development of technologically advanced food scales with features such as app integration and nutritional tracking, further driving market growth.

Another significant factor fueling the market is the rise of e-commerce platforms, which have made it easier for consumers to access a wide range of food scales from various brands. The convenience of online shopping, coupled with the availability of product reviews and comparisons, has contributed to increased sales of food scales globally.

In terms of market trends, there is a noticeable shift towards multifunctional food scales

that offer additional features beyond basic weighing. These include built-in timers, unit conversion capabilities, and touchless operation, enhancing the overall user experience. Manufacturers are also focusing on design aesthetics to attract consumers who value both functionality and style in their kitchen appliances.

Moreover, sustainability and eco-friendliness have become prominent trends in the food scale market, with a growing number of consumers seeking products made from environmentally friendly materials and packaging. Brands that prioritize sustainability in their manufacturing processes are likely to gain a competitive edge and appeal to environmentally conscious consumers.

When considering regional market distribution, North America and Europe currently lead the market for food scales due to high adoption rates of kitchen gadgets and a strong culture of home cooking in these regions. Asia Pacific is also emerging as a significant market, driven by the increasing influence of Western culinary practices and rising disposable incomes in countries like China and India.

In conclusion, the market for food scales is poised for steady growth in the coming years, driven by factors such as the emphasis on healthy eating, technological advancements, e-commerce expansion, and changing consumer preferences. Manufacturers and retailers in this space should focus on innovation, product diversification, and sustainability to capitalize on the evolving needs of consumers and maintain a competitive edge in the market.

This report provides a deep insight into the global Food Scale market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Food Scale Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers,

consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Food Scale market in any manner.

Global Food Scale Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Tanita

CAMRY

Taylor

Soehnle

Kalorik

Alessi

Alexandra

Goldtech

Yonzo

Contech

DigiWeigh

Brecknell

Cuisinart

Myweigh

AWS

Market Segmentation (by Type)

Mechanical scales

Digital scales

Market Segmentation (by Application)

Domestic Kitchen

Commercial Kitchen

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 Food Scale Market

Overview of the regional outlook of the Food Scale Market:

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 (USD Billion) 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

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 Food Scale 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 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 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Food Scale

1.2 Key Market Segments

1.2.1 Food Scale Segment by Type

1.2.2 Food Scale Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 FOOD SCALE MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Food Scale Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global Food Scale Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

2.4 Macroeconomic Analysis

3 FOOD SCALE MARKET COMPETITIVE LANDSCAPE

3.1 Global Food Scale Sales by Manufacturers (2019-2024)

3.2 Global Food Scale Revenue Market Share by Manufacturers (2019-2024)

3.3 Food Scale Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global Food Scale Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Food Scale Sales Sites, Area Served, Product Type

3.6 Food Scale Market Competitive Situation and Trends

3.6.1 Food Scale Market Concentration Rate

3.6.2 Global 5 and 10 Largest Food Scale Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 FOOD SCALE INDUSTRY CHAIN ANALYSIS

4.1 Food Scale Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF FOOD SCALE MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Market Restraints

5.5 Industry News

5.5.1 New Product Developments

5.5.2 Mergers & Acquisitions

5.5.3 Expansions

5.5.4 Collaboration/Supply Contracts

5.6 Industry Policies

6 FOOD SCALE MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Food Scale Sales Market Share by Type (2019-2024)

6.3 Global Food Scale Market Size Market Share by Type (2019-2024)

6.4 Global Food Scale Price by Type (2019-2024)

7 FOOD SCALE MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Food Scale Market Sales by Application (2019-2024)

7.3 Global Food Scale Market Size (M USD) by Application (2019-2024)

7.4 Global Food Scale Sales Growth Rate by Application (2019-2024)

8 FOOD SCALE MARKET SALES BY REGION

8.1 Global Food Scale Sales by Region

8.1.1 Global Food Scale Sales by Region

8.1.2 Global Food Scale Sales Market Share by Region

8.2 Global Food Scale Market Size by Region

8.2.1 Global Food Scale Market Size by Region

8.2.2 Global Food Scale Market Size Market Share by Region

8.3 North America

8.3.1 North America Food Scale Sales by Country

8.3.2 North America Food Scale Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Food Scale Sales by Country

8.4.2 Europe Food Scale Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Russia Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Food Scale Sales by Region

8.5.2 China

8.5.3 Japan

8.5.4 South Korea

8.5.5 India

8.5.6 Southeast Asia

8.6 Asia Pacific

8.6.1 Asia Pacific Food Scale Market Size by Region

8.6.2 Asia Pacific Food Scale Market Size by Region

8.6.3 China

8.6.4 Japan

8.6.5 South Korea

8.6.6 India

8.6.7 Southeast Asia

8.7 South America

8.7.1 South America Food Scale Sales by Country

8.7.2 South America Food Scale Market Size by Country

8.7.3 Brazil

8.7.4 Argentina

8.7.5 Columbia

8.8 Middle East and Africa

8.8.1 Middle East and Africa Food Scale Sales by Region

8.8.2 Middle East and Africa Food Scale Market Size by Region

8.8.3 Saudi Arabia

- 8.8.4 UAE
- 8.8.5 Egypt
- 8.8.6 Nigeria
- 8.8.7 South Africa

9 FOOD SCALE MARKET PRODUCTION BY REGION

- 9.1 Global Production of Food Scale by Region (2019-2024)
- 9.2 Global Food Scale Revenue Market Share by Region (2019-2024)
- 9.3 Global Food Scale Production, Revenue, Price and Gross Margin (2019-2024)
- 9.4 North America Food Scale Production
 - 9.4.1 North America Food Scale Production Growth Rate (2019-2024)
 - 9.4.2 North America Food Scale Production, Revenue, Price and Gross Margin (2019-2024)
- 9.5 Europe Food Scale Production
 - 9.5.1 Europe Food Scale Production Growth Rate (2019-2024)
 - 9.5.2 Europe Food Scale Production, Revenue, Price and Gross Margin (2019-2024)
- 9.6 Japan Food Scale Production (2019-2024)
 - 9.6.1 Japan Food Scale Production Growth Rate (2019-2024)
 - 9.6.2 Japan Food Scale Production, Revenue, Price and Gross Margin (2019-2024)
- 9.7 China Food Scale Production (2019-2024)
 - 9.7.1 China Food Scale Production Growth Rate (2019-2024)
 - 9.7.2 China Food Scale Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

- 10.1 Tanita
 - 10.1.1 Tanita Food Scale Basic Information
 - 10.1.2 Tanita Food Scale Product Overview
 - 10.1.3 Tanita Food Scale Product Market Performance
 - 10.1.4 Tanita Business Overview
 - 10.1.5 Tanita Food Scale SWOT Analysis
 - 10.1.6 Tanita Recent Developments
- 10.2 CAMRY
 - 10.2.1 CAMRY Food Scale Basic Information
 - 10.2.2 CAMRY Food Scale Product Overview
 - 10.2.3 CAMRY Food Scale Product Market Performance
 - 10.2.4 CAMRY Business Overview
 - 10.2.5 CAMRY Food Scale SWOT Analysis

10.2.6 CAMRY Recent Developments

10.3 Taylor

10.3.1 Taylor Food Scale Basic Information

10.3.2 Taylor Food Scale Product Overview

10.3.3 Taylor Food Scale Product Market Performance

10.3.4 Taylor Food Scale SWOT Analysis

10.3.5 Taylor Business Overview

10.3.6 Taylor Recent Developments

10.4 Soehnle

10.4.1 Soehnle Food Scale Basic Information

10.4.2 Soehnle Food Scale Product Overview

10.4.3 Soehnle Food Scale Product Market Performance

10.4.4 Soehnle Business Overview

10.4.5 Soehnle Recent Developments

10.5 Kalorik

10.5.1 Kalorik Food Scale Basic Information

10.5.2 Kalorik Food Scale Product Overview

10.5.3 Kalorik Food Scale Product Market Performance

10.5.4 Kalorik Business Overview

10.5.5 Kalorik Recent Developments

10.6 Alessi

10.6.1 Alessi Food Scale Basic Information

10.6.2 Alessi Food Scale Product Overview

10.6.3 Alessi Food Scale Product Market Performance

10.6.4 Alessi Business Overview

10.6.5 Alessi Recent Developments

10.7 Alexandra

10.7.1 Alexandra Food Scale Basic Information

10.7.2 Alexandra Food Scale Product Overview

10.7.3 Alexandra Food Scale Product Market Performance

10.7.4 Alexandra Business Overview

10.7.5 Alexandra Recent Developments

10.8 Goldtech

10.8.1 Goldtech Food Scale Basic Information

10.8.2 Goldtech Food Scale Product Overview

10.8.3 Goldtech Food Scale Product Market Performance

10.8.4 Goldtech Business Overview

10.8.5 Goldtech Recent Developments

10.9 Yonzo

- 10.9.1 Yonzo Food Scale Basic Information
- 10.9.2 Yonzo Food Scale Product Overview
- 10.9.3 Yonzo Food Scale Product Market Performance
- 10.9.4 Yonzo Business Overview
- 10.9.5 Yonzo Recent Developments
- 10.10 Contech
 - 10.10.1 Contech Food Scale Basic Information
 - 10.10.2 Contech Food Scale Product Overview
 - 10.10.3 Contech Food Scale Product Market Performance
 - 10.10.4 Contech Business Overview
 - 10.10.5 Contech Recent Developments
- 10.11 DigiWeigh
 - 10.11.1 DigiWeigh Food Scale Basic Information
 - 10.11.2 DigiWeigh Food Scale Product Overview
 - 10.11.3 DigiWeigh Food Scale Product Market Performance
 - 10.11.4 DigiWeigh Business Overview
 - 10.11.5 DigiWeigh Recent Developments
- 10.12 Brecknell
 - 10.12.1 Brecknell Food Scale Basic Information
 - 10.12.2 Brecknell Food Scale Product Overview
 - 10.12.3 Brecknell Food Scale Product Market Performance
 - 10.12.4 Brecknell Business Overview
 - 10.12.5 Brecknell Recent Developments
- 10.13 Cuisinart
 - 10.13.1 Cuisinart Food Scale Basic Information
 - 10.13.2 Cuisinart Food Scale Product Overview
 - 10.13.3 Cuisinart Food Scale Product Market Performance
 - 10.13.4 Cuisinart Business Overview
 - 10.13.5 Cuisinart Recent Developments
- 10.14 Myweigh
 - 10.14.1 Myweigh Food Scale Basic Information
 - 10.14.2 Myweigh Food Scale Product Overview
 - 10.14.3 Myweigh Food Scale Product Market Performance
 - 10.14.4 Myweigh Business Overview
 - 10.14.5 Myweigh Recent Developments
- 10.15 AWS
 - 10.15.1 AWS Food Scale Basic Information
 - 10.15.2 AWS Food Scale Product Overview
 - 10.15.3 AWS Food Scale Product Market Performance

10.15.4 AWS Business Overview

10.15.5 AWS Recent Developments

11 FOOD SCALE MARKET FORECAST BY REGION

11.1 Global Food Scale Market Size Forecast

11.2 Global Food Scale Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe Food Scale Market Size Forecast by Country

11.2.3 Asia Pacific Food Scale Market Size Forecast by Region

11.2.4 South America Food Scale Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of Food Scale by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

12.1 Global Food Scale Market Forecast by Type (2025-2032)

12.1.1 Global Forecasted Sales of Food Scale by Type (2025-2032)

12.1.2 Global Food Scale Market Size Forecast by Type (2025-2032)

12.1.3 Global Forecasted Price of Food Scale by Type (2025-2032)

12.2 Global Food Scale Market Forecast by Application (2025-2032)

12.2.1 Global Food Scale Sales (K Units) Forecast by Application

12.2.2 Global Food Scale Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

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