

# Global Kettle Safety Controls Market: Size, Trends & Forecasts (2017-2021)

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## Abstracts

### SCOPE OF THE REPORT

The report entitled "Global Kettle Safety Controls Market: Size, Trends & Forecasts (2017-2021)" provides an in-depth study of the global kettle safety controls market with comprehensive analysis of market sizing & growth and market segment analysis. It provides market by volume, market share by segment on the basis of volume as well as volume and market share by region. A brief analysis of market share by segments has also been provided with forecasted values.

The report encompasses a brief regional analysis of Asia Pacific, China, Americas, Europe and ROW (Africa and CIS) market with forecasted values. Geographically, Asia Pacific is the largest market for kettle safety controls market followed by Americas region.

Furthermore, the report also assesses the key opportunities available in the market and summarizes the dynamic forces that are and will be accountable for growth of the industry. Growth of the global kettle safety controls market has also been forecasted for the period 2017-2021, taking into consideration previous growth outlines, growth drivers and the existing and forthcoming trends.

Strix has continued to be the largest player in the kettle controls market in terms of value as well as volume and is expected to dominate the market in forecasted period also. Majority of the market share has captured by few major players only. Strix alone had accounted for more than half of the market share. A brief company profiling of Strix and, Otter Controls has provided in the report with financial information and business strategies.

## COMPANY COVERAGE

Strix Group plc

Otter Controls Ltd.

## REGION/COUNTRY COVERAGE

China

Asia Pacific (Exc. China)

Europe

Americas

ROW

## EXECUTIVE SUMMARY

An electric kettle is one the most advanced home appliances which is present in almost all households. Previously, the main purpose of a kettle was limited to boiling of water only, but after the advent of electric kettle, the use of kettle has been broadened. Along with water boiling, now the kettles have been used in making tea and coffee as well. A wide variety of kettles are variable in the market with different features. Major types of kettles available in the market are traditional kettle, electric kettle, cordless kettles and, plastic and metallic kettles.

As the electric and cordless kettles used electricity, so some safety controls have been implemented in these kettles in order to provide safety measures to the end users. Thermostat is one such safety controls in electric kettles which are now used in almost all electric kettles. All modern kettles switch themselves off automatically by using thermostats.

The global kettle safety controls market is rising tremendously with significant growth rates over the last few years and is forecasted to rise further over the forecasted period

i.e. 2017 to 2021. Dynamics like rising health benefits of tea, growing electric kettles sales, rising urban population, technological advancements are some of the prominent factors that are expected to propel the growth of the market. Yet the growth of the market is challenged by some factors such as barriers to new entrants, competitive pricing and, health and safety related issues.

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