

The US Small Household Appliances Market: Analysis By Category, By Product, By Distribution Channel, Size & Forecast with Impact Analysis of COVID-19 and Forecast up to 2027

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Abstracts

Small Domestic Equipment, or SDA or Small Household Appliances as they are commonly known in the industry, are portable kinds of electrical appliances. Cooking appliances, food processing/preparation appliances, personal care, floor care, and a variety of other tiny appliances are examples. Small appliances include refrigerators and freezers designed for home use, room air conditioners (including window air conditioners and packaged terminal air conditioners), packaged terminal heat pumps, dehumidifiers, under-the-counter ice makers, vending machines, and drinking water coolers that are fully manufactured, charged, and hermetically sealed in a factory with five (5) pounds or less of refrigerant. In 2021, the US small household appliances market was valued at US\$24.64 billion, and is probable to reach US\$33.05 billion by 2027. The US small household appliances market volume stood at 398.04 million in 2021 and is expected to grow to 437.30 million in 2027.

Rapid adoption of IOT technology driving smart small household appliances, growth in consumer awareness about the evolution and use of latest technology products like humidifiers, would impact demand for the US small household appliances market in the coming years. The US small household appliances market is projected to grow at a CAGR of 5.01%, during the forecast period of 2022-2027. Also, the US small household appliances market volume is estimated to increase at a CAGR of 1.58%.

Market Segmentation Analysis:

By Category: The report splits the US small household appliances market into four

category: Cooking, Home Environment, Food Preparation, and Personal Care. Cooking segment held almost 31% of the market share in 2021. Rise in urban population, growth in adoption of methods to conserve natural resources and reduce negative impact on the environment are considered the major factors that encouraged cooking appliances in the US small household appliances industry.

By Product: According to the report, the US small household appliances market is segregated into ten products: Small kitchen appliances, Vacuum Cleaners, Grills & roasters, Coffee machines, Microwave ovens, Irons, Hair clippers, Toasters, Hair dryers and Electric Kettles. Small kitchen appliances accounted for above 30% share in the US small household appliances market in 2021, due to rise in demand from consumers, surging urban population, growing number of single person household, rising urge of consumers to learn new cooking skills, paved favorable conditions for the growth of small kitchen appliances market.

The US small household appliances market volume is also segmented on the basis of products. Where Small kitchen appliances held the almost 50% share of the market and is expected to grow in the future due to the rising living standards, growing consumer purchasing power, growing popularity of smart home & kitchen appliances in the region.

By Distribution Channel: The report splits the US small household appliances market into two distribution channel: Online and Other. Online channel held a share of 21% of the market share in 2021 and is expected to grow at a CAGR of 10.63%. The online sales of small household appliances experienced an increase, during the ongoing COVID-19 pandemic. The US online small household appliance sales surged due to the emergence of numerous e-commerce website which offer attractive deals & discounts. In addition, the online purchase offers home delivery and easy return of products which make online shopping more reliable and convenient for millennial as well as for the working class population

The US Small Household Appliances Market Dynamics:

Growth Drivers: Due to busy schedules and lack of time to manage daily routine activities, an increasing number of people in the US are preferring residence with advanced facilities such as, dishwasher, grinders, coffee maker, etc. to save time. Further, the market is expected to increase due to growing number of single-person households, surging urban population, growth in number of smart homes, rising millennial population, improved surging online sales of small household appliances, surging smart sensors demand, rising demand for energy optimization, etc.

Challenges: Increased tariffs on raw materials such as steel and aluminum restrained the market for household appliances in the historic period. Steel and aluminum are predominantly used in manufacture of several household appliance components such as vacuum cleaners, coffee machines, microwave ovens, toasters, etc. The other challenge that the US small household appliances market face is candidate's information compromised, etc.

Trends: A major trend gaining pace in the US small household appliances market is cloud technology. The evolvment and rise in cloud technology have supported and enriched the smart home technology. In the proposed method, the technology collects and stores information of small home appliance like dishwasher, coffee machines, etc., and sends the information to the cloud server for storage. More trends in the market are believed to augment the growth of the US small household appliances market during the forecasted period include rising artificial intelligence technology, surge in adoption of internet of things (IOT), growing influence of social media, introduction of innovative small household appliances, etc.

Impact Analysis of COVID-19 and Way Forward:

The outbreak of Coronavirus illness harmed the US small household appliance sector in 2020, as governments around the world instituted lockdowns. The dip in 2020 was not as severe, and the market recovered in 2021 as a result of increased consumer spending, an increase in the number of single-person households, the launch of new businesses, and so on. The market is likely to grow in the future as many companies introduce novel tiny household appliances and the sector makes extensive use of artificial intelligence and cloud computing.

Competitive Landscape and Recent Developments:

The US small household appliances market is fragmented with the presence of a large number of players majorly dominating worldwide. Key players of the US small household appliances market are:

Haier Group Corporation

Newell Brands Inc.

Samsung Electronics Co., Ltd.

LG Electronics Inc.

Whirlpool Corporation

Panasonic Corporation

Electrolux AB

Robert Bosch GmbH

Spectrum Brands

Koninklijke Philips N.V.

Dyson Limited

Smeg SpA

Hamilton Beach Brands Holding Company

Small household appliances market participants are mostly focused on product advancements through the implementation of advanced technologies. Signing partnerships, contracts, joint ventures, and financial agreements around the world allow the company to preserve its brand identity on a global scale. Whirlpool, for example, announced a new line of Neo Fresh Glassdoor Frost-Free refrigerators and expanded its product selection on April 2nd, 2022. Whirlpool Corporation also commits to real-world action toward a low-carbon future with the US Department of Energy on March 11th, 2022.

Contents

1. EXECUTIVE SUMMARY

2. INTRODUCTION

2.1 Household Appliances: An Overview

2.2 Small Household Appliances Segmentation: An Overview

2.2.1 Small Household Appliances Segmentation

3. THE US MARKET ANALYSIS

3.1 The US Small Household Appliances Market: An Analysis

3.1.1 The US Small Household Appliances Market: An Overview

3.1.2 The US Small Household Appliances Market by Value

3.1.3 The US Small Household Appliances Market by Category (Cooking, Home Environment, Food Preparation, and Personal Care)

3.1.4 The US Small Household Appliances Market by Products (Small kitchen appliances, Vacuum Cleaners, Grills & roasters, Coffee machines, Microwave ovens, Irons, Hair clippers, Toasters, Hair dryers and Electric Kettles)

3.1.5 The US Small Household Appliances Market by Distribution Channel (Online and Other)

3.2 The US Small Household Appliances Market by Volume: An Analysis

3.2.1 The US Small Household Appliances Market by Volume: An Overview

3.2.2 The US Small Household Appliances Market by Volume

3.2.3 The US Small Household Appliances Market Volume by Product (Small kitchen appliances, Vacuum Cleaners, Grills & roasters, Coffee machines, Microwave ovens, Irons, Hair clippers, Toasters, Hair dryers and Electric Kettles)

3.3 The US Small Household Appliances Market: Category Analysis

3.3.1 The US Small Household Appliances Market by Category: An Overview

3.3.2 The US Small Household Cooking Appliances Market by Value

3.3.3 The US Small Household Home Environment Appliances Market by Value

3.3.4 The US Small Household Food Preparation Appliances Market by Value

3.3.5 The US Small Household Personal Care Appliances Market by Value

3.4 The US Small Household Appliances Market: Product Analysis

3.4.1 The US Small Household Appliances Market by Product: An Overview

3.4.2 The US Small Kitchen Appliances Market by Value

3.4.3 The US Small Kitchen Appliances Market by Volume

3.4.4 The US Vacuum Cleaners Appliances Market by Value

- 3.4.5 The US Vacuum Cleaners Appliances Market by Volume
- 3.4.6 The US Grills & Roasters Appliances Market by Value
- 3.4.7 The US Grills & Roasters Appliances Market by Volume
- 3.4.8 The US Coffee Machines Appliances Market by Value
- 3.4.9 The US Coffee Machines Appliances Market by Volume
- 3.4.10 The US Microwave Ovens Appliances Market by Value
- 3.4.11 The US Microwave Ovens Appliances Market by Volume
- 3.4.12 The US Irons Appliances Market by Value
- 3.4.13 The US Irons Appliances Market by Volume
- 3.4.14 The US Hair Clippers Appliances Market by Value
- 3.4.15 The US Hair Clippers Appliances Market by Volume
- 3.4.16 The US Toasters Appliances Market by Value
- 3.4.17 The US Toasters Appliances Market by Volume
- 3.4.18 The US Hair Dryers Appliances Market by Value
- 3.4.19 The US Hair Dryers Appliances Market by Volume
- 3.4.20 The US Electric Kettles Appliances Market by Value
- 3.4.21 The US Electric Kettles Appliances Market by Volume
- 3.5 The US Small Household Appliances Market: Distribution Channel Analysis
 - 3.5.1 The US Small Household Appliances Market by Distribution Channel: An Overview
 - 3.5.2 The US Online Small Household Appliances Market by Value
 - 3.5.3 The US Other Small Household Appliances Market by Value

4. IMPACT OF COVID-19

- 4.1 Impact of Covid-19
 - 4.1.1 Impact of COVID-19 on the US Small Household Appliances Market
 - 4.1.2 Impact of COVID-19 on Online Sales
 - 4.1.3 Impact of COVID-19 on Store Sales
 - 4.1.4 Impact of COVID-19 on Total Retail Sales
 - 4.1.5 Post COVID-19 Scenario

5. MARKET DYNAMICS

- 5.1 Growth Drivers
 - 5.1.1 Growing Number of Single-Person Households
 - 5.1.2 Rise in Disposable Income
 - 5.1.3 Surging Urban Population
 - 5.1.4 Growth in Number of Smart Homes

- 5.1.5 Rising Millennial Population
- 5.1.6 Surging Online Sales of Small Household Appliances
- 5.1.7 Surging Smart Sensors Demand
- 5.1.8 Rising Demand for Energy Optimization
- 5.2 Challenges
 - 5.2.1 Increased Tariffs on Raw Materials
 - 5.2.2 Rising Privacy Threats
 - 5.2.3 Changing Regulations
- 5.3 Market Trends
 - 5.3.1 Cloud Technology
 - 5.3.2 Integration of Artificial Intelligence Technology
 - 5.3.3 Surge in Adoption of Internet of Things (IoT)
 - 5.3.4 Growing Influence of Social Media
 - 5.3.5 Introduction of Innovative Small Household Appliances

6. COMPETITIVE LANDSCAPE

- 6.1 The US Small Household Appliances Market Players by Research & Development Expenditure

7. COMPANY PROFILES

- 7.1 Haier Group Corporation
 - 7.1.1 Business Overview
 - 7.1.2 Operating Segments
 - 7.1.3 Business Strategy
- 7.2 Newell Brands Inc.
 - 7.2.1 Business Overview
 - 7.2.2 Operating Segments
 - 7.2.3 Business Strategy
- 7.3 Samsung Electronics Co., Ltd.
 - 7.3.1 Business Overview
 - 7.3.2 Operating Segments
 - 7.3.3 Business Strategy
- 7.4 LG Electronics Inc.
 - 7.4.1 Business Overview
 - 7.4.2 Operating Segments
 - 7.4.3 Business Strategy
- 7.5 Whirlpool Corporation

- 7.5.1 Business Overview
- 7.5.2 Operating Segments
- 7.5.3 Business Strategy
- 7.6 Panasonic Corporation
 - 7.6.1 Business Overview
 - 7.6.2 Operating Segments
 - 7.6.3 Business Strategy
- 7.7 Electrolux AB
 - 7.7.1 Business Overview
 - 7.7.2 Operating Segments
 - 7.7.3 Business Strategy
- 7.8 Robert Bosch GmbH
 - 7.8.1 Business Overview
 - 7.8.2 Operating Segments
 - 7.8.3 Business Strategy
- 7.9 Spectrum Brands
 - 7.9.1 Business Overview
 - 7.9.2 Operating Segments
 - 7.9.3 Business Strategy
- 7.10 Koninklijke Philips N.V.
 - 7.10.1 Business Overview
 - 7.10.2 Operating Segments
 - 7.10.3 Business Strategy
- 7.11 Dyson Limited
 - 7.11.1 Business Overview
 - 7.11.2 Business Strategy
- 7.12 Smeg SpA
 - 7.12.1 Business Overview
 - 7.12.2 Business Strategy
- 7.13 Hamilton Beach Brands Holding Company
 - 7.13.1 Business Overview
 - 7.13.2 Business Strategy

List Of Figures

LIST OF FIGURES

Figure 1: Traditional Classification of Household Appliances

Figure 2: Small Household Appliances Segmentation

Figure 3: The US Small Household Appliances Market by Value; 2017-2021 (US\$ Billion)

Figure 4: The US Small Household Appliances Market by Value; 2022-2027(US\$ Billion)

Figure 5: The US Small Household Appliances Market by Category; 2021 (Percentage, %)

Figure 6: The US Small Household Appliances Market by Products; 2021 (Percentage, %)

Figure 7: The US Small Household Appliances Market by Distribution Channel; 2021 (Percentage, %)

Figure 8: The US Small Household Appliances Market by Volume; 2017-2021 (Million)

Figure 9: The US Small Household Appliances Market by Volume; 2022-2027 (Million)

Figure 10: The US Small Household Appliances Market Volume by Product; 2021(Percentage, %)

Figure 11: The US Small Household Cooking Appliances Market by Value; 2017-2021 (US\$ Billion)

Figure 12: The US Small Household Cooking Appliances Market by Value; 2022-2027 (US\$ Billion)

Figure 13: The US Small Household Home Environment Appliances Market by Value; 2017-2021 (US\$ Billion)

Figure 14: The US Small Household Home Environment Appliances Market by Value; 2022-2027 (US\$ Billion)

Figure 15: The US Small Household Food Preparation Appliances Market by Value; 2017-2021 (US\$ Billion)

Figure 16: The US Small Household Food Preparation Appliances Market by Value; 2022-2027 (US\$ Billion)

Figure 17: The US Small Household Personal Care Appliances Market by Value; 2017-2021 (US\$ Billion)

Figure 18: The US Small Household Personal Care Appliances Market by Value; 2022-2027 (US\$ Billion)

Figure 19: The US Small Kitchen Appliances Market by Value; 2017-2021 (US\$ Billion)

Figure 20: The US Small Kitchen Appliances Market by Value; 2022-2027 (US\$ Billion)

Figure 21: The US Small Kitchen Appliances Market by Volume; 2017-2021 (Million)

Figure 22: The US Small Kitchen Appliances Market by Volume; 2022-2027 (Million)

Figure 23: The US Vacuum Cleaners Appliances Market by Value; 2017-2021 (US\$ Billion)

Figure 24: The US Vacuum Cleaners Appliances Market by Value; 2022-2027 (US\$ Billion)

Figure 25: The US Vacuum Cleaners Appliances Market by Volume; 2017-2021 (Million)

Figure 26: The US Vacuum Cleaners Appliances Market by Volume; 2022-2027 (Million)

Figure 27: The US Grills & Roasters Appliances Market by Value; 2017-2021 (US\$ Billion)

Figure 28: The US Grills & Roasters Appliances Market by Value; 2022-2027 (US\$ Billion)

Figure 29: The US Grills & Roasters Appliances Market by Volume; 2017-2021 (Million)

Figure 30: The US Grills & Roasters Appliances Market by Volume; 2022-2027 (Million)

Figure 31: The US Coffee Machines Appliances Market by Value; 2017-2021 (US\$ Billion)

Figure 32: The US Coffee Machines Appliances Market by Value; 2022-2027 (US\$ Billion)

Figure 33: The US Coffee Machines Appliances Market by Volume; 2017-2021 (Million)

Figure 34: The US Coffee Machines Appliances Market by Volume; 2022-2027 (Million)

Figure 35: The US Microwave Ovens Appliances Market by Value; 2017-2021 (US\$ Billion)

Figure 36: The US Microwave Ovens Appliances Market by Value; 2022-2027 (US\$ Billion)

Figure 37: The US Microwave Ovens Appliances Market by Volume; 2017-2021 (Million)

Figure 38: The US Microwave Ovens Appliances Market by Volume; 2022-2027 (Million)

Figure 39: The US Irons Appliances Market by Value; 2017-2021 (US\$ Million)

Figure 40: The US Irons Appliances Market by Value; 2022-2027 (US\$ Billion)

Figure 41: The US Irons Appliances Market by Volume; 2017-2021 (Million)

Figure 42: The US Irons Appliances Market by Volume; 2022-2027 (Million)

Figure 43: The US Hair Clippers Appliances Market by Value; 2017-2021 (US\$ Million)

Figure 44: The US Hair Clippers Appliances Market by Value; 2022-2027 (US\$ Billion)

Figure 45: The US Hair Clippers Appliances Market by Volume; 2017-2021 (Million)

Figure 46: The US Hair Clippers Appliances Market by Volume; 2022-2027 (Million)

Figure 47: The US Toasters Appliances Market by Value; 2017-2021 (US\$ Million)

Figure 48: The US Toasters Appliances Market by Value; 2022-2027 (US\$ Billion)

Figure 49: The US Toasters Appliances Market by Volume; 2017-2021 (Million)

Figure 50: The US Toasters Appliances Market by Volume; 2022-2027 (Million)

Figure 51: The US Hair Dryers Appliances Market by Value; 2017-2021 (US\$ Million)

Figure 52: The US Hair Dryers Appliances Market by Value; 2022-2027 (US\$ Million)

Figure 53: The US Hair Dryers Appliances Market by Volume; 2017-2021 (Million)

Figure 54: The US Hair Dryers Appliances Market by Volume; 2022-2027 (Million)

Figure 55: The US Electric Kettles Appliances Market by Value; 2017-2021 (US\$ Million)

Figure 56: The US Electric Kettles Appliances Market by Value; 2022-2027 (US\$ Million)

Figure 57: The US Electric Kettles Appliances Market by Volume; 2017-2021 (Million)

Figure 58: The US Electric Kettles Appliances Market by Volume; 2022-2027 (Million)

Figure 59: The US Online Small Household Appliances Market by Value; 2017-2021 (US\$ Billion)

Figure 60: The US Online Small Household Appliances Market by Value; 2022-2027 (US\$ Billion)

Figure 61: The US Other Small Household Appliances Market by Value; 2017-2021 (US\$ Billion)

Figure 62: The US Other Small Household Appliances Market by Value; 2022-2027 (US\$ Billion)

Figure 63: The US Online Purchasing Receipt; 2020 (Per-Capita Receipt Index)

Figure 64: The US Store Purchasing Receipt; 2020 (Per-Capita Receipt Index)

Figure 65: The US Total Retail Purchasing Receipt; 2020 (Per-Capita Receipt Index)

Figure 66: The US Number of Single-Person Households; 2015-2021 (Million)

Figure 67: The US Disposable Personal Income; Jan'2016-Jan'2020 (US\$ Trillion)

Figure 68: The US Urban Population; 2015-2022 (Percentage, %)

Figure 69: The US Number of Smart Home; 2019-2023 (Million)

Figure 70: The US Millennial Population; 2016-2036 (Million)

Figure 71: The US Retail E-commerce Sales; 2018-2024 (US\$ Billion)

Figure 72: The US Cloud Computing Market by Value; 2020-2024 (US\$ Billion)

Figure 73: The US Artificial Intelligence Market; 2020-2024 (US\$ Billion)

Figure 74: The US Internet of Things (IOT) Market; 2020-2024 (US\$ Billion)

Figure 75: The US Social Network Users; 2019-2027 (Million)

Figure 76: The US Small Household Appliances Market Players by Research & Development Expenditure; 2020-2021 (US\$ Million)

Figure 77: Haier Group Corporation Revenue by Segments; 2021 (Percentage, %)

Figure 78: Newell Brands Inc. Net Sales by Segments; 2021 (Percentage, %)

Figure 79: Samsung Electronics Co., Ltd. Net Revenue by Segments; 2021 (Percentage, %)

Figure 80: LG Electronics Net Sales by Segments; 2021 (Percentage, %)

Figure 81: Whirlpool Corporation Net Sales by Segments; 2021 (Percentage, %)

Figure 82: Panasonic Corporation Net Sales by Segments; 2022 (Percentage, %)

Figure 83: Electrolux AB Net Sales by Segments; 2021 (Percentage, %)

Figure 84: Robert Bosch GmbH Sales by Segments; 2021 (Percentage, %)

Figure 85: Spectrum Brands Net Sales by Segments; 2021 (Percentage, %)

Figure 86: Koninklijke Philips N.V. Sales by Segments; 2021 (Percentage, %)

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