

The US Small Household Appliances Market: Analysis By Category (Cooking, Home Environment, Food Preparation and Personal Care), By Product (Small Kitchen Appliances, Vacuum Cleaners, Grills & Roasters, Coffee Machines, Microwave Ovens, Irons, Hair Clippers, Toasters, Hair Dryers and Electric Kettles), By Distribution Channel (Online and Offline), Size & Forecast with Impact Analysis of COVID-19 and Forecast up to 2029

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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 2023, the US small household appliances market was valued at US\$27.17 billion, and is probable to reach US\$38.01 billion by 2029. The US small household appliances market volume is expected to grow to 456.58 million in 2029.

The market growth is expected to be driven by the rapid adoption of IoT technology driving smart small household appliances, integration of intelligent features for domestic appliances, growth in consumer awareness about the evolvement, increasing trend of

personalization or a premium experience, booming housing market, and use of latest technology products like humidifiers, smart light, Premiumization of home experiences, trendy multi feature applications, etc. Moreover, ecosystem partnerships are becoming pivotal for small appliances manufacturers. The US small household appliances market is projected to grow at a CAGR of 5.87%, during the forecast period of 2024-2029.

Market Segmentation Analysis:

By Category: The report splits the US small household appliances market into four categories: Cooking, Home Environment, Food Preparation, and Personal Care. Cooking segment acquired majority of share in the market in 2023. Rise in urban population, and growth in adoption of methods to conserve natural resources and reduce negative impact on the environment are the major factors that encouraged the use of cooking appliances in the US small household appliances industry. Whereas, Personal Care segment would grow at the fastest CAGR, as the major factors driven the growth of the market are escalating disposable income of consumers, thus enabling them to spend on luxury personal care products, growth in consumer awareness about the evolvement of personal appliances and use of latest technology products in daily use, like trimmers etc.

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 segment acquired majority of share in the US small household appliances market in 2023, 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. Whereas, Electric Kettles segment is projected to rise at the fastest CAGR, as electric kettles are convenient, portable, easy to use, time-effective, and energy-saving, they are gaining immense popularity among individuals over other water heating methods. The US small household appliances market volume is also segmented on the basis of products. Where Small kitchen appliances held majority of share in the market and is expected to grow in the future due to the rising living standards, growing consumer purchasing power, and 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 channels: Online and Offline. Online channel is expected to grow at

a highest CAGR in the expected years. 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 manufacturing 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 privacy threats, changing regulations, 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

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. For instance, in December 2023, Samsung Electronics Co., Ltd. announced that it would unveil a new vacuum cleaner lineup with advanced artificial intelligence (AI). The Bespoke Jet Bot Combo™, a vacuum and mop robot cleaner, would bring enhanced AI features and steam cleaning to realize an easier cleaning experience for users.

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