

Global Air Fryer Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Air Fryer market size will reach 1,960.87 Million USD in 2025 and is projected to reach 3,001.40 Million USD by 2032, with a CAGR of 6.27% (2025-2032). Notably, the China Air Fryer market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

An air fryer is a kitchen appliance used for cooking food items using hot air circulation technology. It works by circulating hot air around the food at high speed, creating a crisp layer on the outside while keeping the inside moist and tender. Air fryers are often used as a healthier alternative to deep frying since they use little or no oil, making them ideal for preparing a variety of foods such as chicken, fish, vegetables, and even desserts.

The major global manufacturers of Air Fryer include Philips, SEB, Hyundai, Joyoung, Midea, Liren, LOCK&LOCK, Jiale Smart, Tianxi Kitchen Appliances, Bears Electric, Mi, Ningbo Biyi Electric, Royalstar, Aux, Hongxin, Xinbao Electric, German Pool Group, GoWISE USA, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited

market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Air Fryer. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Air Fryer market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Air Fryer market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Air Fryer industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Air Fryer Include:

Philips

SEB

Hyundai

Joyoung

Midea

Liren

LOCK&LOCK

Jiale Smart

Tianxi Kitchen Appliances

Bears Electric

Mi

Ningbo Biyi Electric

Royalstar

Aux

Hongxin

Xinbao Electric

German Pool Group

GoWISE USA

Air Fryer Product Segment Include:

Touch Type Air Fryer

Mechanical Type Air Fryer

Air Fryer Product Application Include:

Online Sales

Offline Sales

Chapter Scope

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