

# Global Hand Blender Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Hand Blender market size will reach Million USD in 2025 and is projected to reach Million USD by 2032, with a CAGR of % (2025-2032). Notably, the China Hand Blender 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

A hand blender, also known as an immersion or stick blender, is a versatile kitchen appliance designed for blending and pureeing ingredients directly in a container. It typically consists of a long, slender shaft with a rotating blade at the end and a handle for easy grip. Hand blenders are used for tasks like making smoothies, soups, sauces, and other liquid-based recipes. The immersion design allows users to place the blender directly into a pot, bowl, or container, eliminating the need to transfer ingredients to a separate blender. Many hand blenders come with variable speed settings and interchangeable attachments, such as whisk or chopper attachments, making them handy tools for a variety of food preparation tasks. The compact and easy-to-use nature of hand blenders makes them a popular choice for home cooks and professional chefs alike.

The major global manufacturers of Hand Blender include Braun, TESCO, Siroca, Panasonic, Iris Ohyama, Conair, Twinbird, Vitantonio, Whirlpool, JVC Kenwood, Breville, ESGE, Philips, Electrolux, Calphalon, Vremi, Vitamix, Russell Hobbs, Hamilton Beach, Krups, 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 Hand Blender. 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 Hand Blender 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 Hand Blender 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 Hand Blender 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 Hand Blender Include:

Braun

TESCOM

Siroca

Panasonic

Iris Ohyama

Conair

Twinbird

Vitantonio

Whirlpool

JVC Kenwood

Breville

ESGE

Philips

Electrolux

Calphalon

Vremi

Vitamix

Russell Hobbs

Hamilton Beach

Krups

Hand Blender Product Segment Include:

Cordless Hand Blenders

Cord Hand Blenders

Hand Blender Product Application Include:

Online Sale

Offline Sale

## **Chapter Scope**

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