

# **Air Fryer Market: Segmented By Device Type (Manual and Digital): By End-user (Residential and Commercial): By Distribution (Online and Offline stores): Global Analysis by Market size, share & trends for 2020-2021 and forecasts to 2031**

<https://marketpublishers.com/r/A6051F663D87EN.html>

Date: May 2024

Pages: 164

Price: US\$ 5,000.00 (Single User License)

ID: A6051F663D87EN

## **Abstracts**

[174+ Pages Research Report] Air Fryer Market to surpass USD 1595.14 million by 2031 from USD 914.39 million in 2021 at a CAGR of 5.72% within the coming years, i.e., 2021-31.

### **Product overview**

Air fryer is a small countertop convection oven designed to simulate deep frying without immersing the food in oil. A fan circulates hot air at high speed, producing a crisp layer via browning responses such as the Maillard Response. Some products reviews claims that general convection oven or convection toaster ovens yield better results or that air frying is essentially convection baking under a fashionable new name. Air Fryer's cooking chamber emits heat from heat elements near the food, and a fan circulates hot air. Cooking oil is not used in large quantities in Air Fryer.

### **Market Highlights**

Air Fryer Market is predicted to project a notable CAGR of 5.72% in 2031

High demand from restaurants, hospitals, hotels, cafes, and many others are expected to raise Air Fryer market. With rising trends of modular kitchens and appliances, customers are choosing for convenient products. Hence, rise in market of Air Fryer. Furthermore, rising popularity of e-commerce retailers is one of the key factors in soaring product sales through online channels.

## Air Fryer Market: Segments

Digital products segment to grow with the highest CAGR during 2021-2031

Air Fryer Market is segmented by Device type into Digital-based and manual-based Products. The Digital Product segment is projected to lead the global market in the forecast timeframe. Arabica has wide range of health advantages such as anti-bacterial properties that maintain oral hygiene, lower the stress level, promote skin hydration, and many other benefits. All these components lift the Arabica Segment globally.

Commercial segment to grow with the highest CAGR during 2021-2031

Air Fryer is segmented by End-users into Digital Products and Manual Products. Air Fryer Market are gaining a lot of momentum for commercial use. The growth of the population is excellent for business as it will reproduce demand and will ultimately push for a large-scale supply. The census of bureau of the US Department of Commerce estimates a higher rise that will assure for the demand for air fryers owing to the ease of product, convenient use, and health benefits, hence, rise in demand of Air Fryer Market globally.

## Air Fryer Market: Market Dynamics Drivers

### Urbanization

People from urban regions are keen to buy products with classy esthetics and high cost. Due to rising disposable incomes and household incomes, the urban population is more likely to purchase air fryers. A larger working-class population supports the sales of cookware goods, driving the demand for low-oil cooking appliances. Air fryers are an elevation from conventional electric fryer models. Access to new cooking structures has brought about a transition in customer penchant's rising sales in the coming year.

### Increase Level of Health consciousness

Increasing levels of health consciousness among customers and the adoption of oil-free diets to limit body cholesterol levels is essentially driving the adoption of air fryer products. Furthermore, higher spending on home appliances and access to widespread products-related research including design enhancement and advanced structures is one of the main factors that drive the growth of air fryers globally.

## Restraints

### Counterfeiting Goods

According to the World Customs Organization, 7-8 percent of global trade consist of counterfeit products. The inability of gaining grids to battle this problem has emerged as a restraint to market players. This impact of counterfeiting is felt in business and in the health and safety of buyers. Further, with the advancement of sophistication in counterfeiting processes, it is problematic for consumers to differentiate between a genuine and a counterfeit product.

### Impact of the COVID-19 on the Air Fryer Market

The world market for Air Fryer Market has been severely affected by the outbreak of the COVID19 pandemic. The suspension of industrial activity affected the Air Fryer Market due to weak consumer confidence, store closures, and depletion of consumer incomes. Global GDP has changed consumer behavior and reduced demand for Air Fryer. To curb the spread of the coronavirus, the governments of several countries have imposed travel restrictions that severely affect the supply of raw materials for Air Fryer. The market is projected to resume its business after the end of the curbs-on movement.

### Air Fryer Market: Key Players

koninklijke Philips N.V.

Company Overview, Business Strategy, Key Product Offerings, Financial Performance, Key Performance Indicators, Risk Analysis, Recent Development, Regional Presence, SWOT Analysis

Stanley Black & Decker, Inc.

Breville Group Limited

Groupe SEB

sharkNinja Operating LLC

Cuisinart Corporation

Meyer Manufacturing Company Limited

GoWise USA

NuWave, LLC

De'Longhi Appliances S.r.l.

DOMU Brands Ltd

TAURUS GROUP

Bajaj Electricals Ltd.

## Other prominent players

### Air Fryer Market: Regions

Air Fryer Market is segmented based on regional analysis into five major regions. These include North America, Latin America, Europe, Asia Pacific, and the Middle East, and Africa. Europe is estimated to contribute the largest share of the Air Fryer Market during the forecast period. The European market holds a major share of the global market. The market in the region is projected to register the highest CAGR during the forecast period. Asia Pacific is also estimated to expand at higher rate.

Air Fryer Market is further segmented by region into:

North America Market Size, Share Trends, Opportunities, Y-o-Y Growth, CAGR-United States and Canada

Latin America Market Size, Share Trends, Opportunities, Y-o-Y Growth, CAGR-Mexico, Argentina, Brazil, and Rest of Latin America

Europe Market Size, Share Trends, Opportunities, Y-o-Y Growth, CAGR- United Kingdom, France, Germany, Italy, Spain, Belgium, Hungary Luxembourg, Netherlands, Poland, NORDIC, Russia, Turkey and Rest of Europe

Asia Pacific Market Size, Share Trends, Opportunities, Y-o-Y Growth, CAGR-India, China, South Korea, Japan, Malaysia, Indonesia, New Zealand, Australia, and Rest of APAC

Middle East and Africa Market Size, Share Trends, Opportunities, Y-o-Y Growth, CAGR – North Africa, Israel, GCC, South Africa, and Rest of MENA

Air Fryer Market report also contains analysis on:

Air Fryer Market Segments:

By Device Type

Digital Products

Manual products

By End-user

Commercial

Residential

By Distribution

Online

Offline store

Air Fryer Market Dynamics

Air Fryer Market Size

Supply & Demand

Current Trends/Issues/Challenges

Competition & Companies Involved in the Market

Value chain of the Market

Market Drivers and Restraints

Air Fryer Market Report Scope and Segmentation

Report Attribute Details

Market size value in 2021 USD 914.39 million

Revenue forecast in 2031 USD 1595.14 million

Growth Rate CAGR of 5.72% from 2021 to 2031

Base year for estimation 2021

Quantitative units Revenue in USD million and CAGR from 2021 to 2031

Report coverage Revenue forecast, company ranking, competitive landscape, growth factors, and trends

Segments covered Device Type, Distribution, End-users, and Region

Region scope North America; Europe; Asia Pacific; Latin America; Middle East & Africa (MEA)

Key companies profiled Stanley Black & Decker, Breville Group Limited, Groupe SEB, SharkNinja Operating LLC, Cuisinart Corporation, Meyer Manufacturing Company Limited, GoWise USA, NuWave, LLC, De'Longhi Appliances S.r.l., DOMU Brands Ltd, TAURUS GROUP, Bajaj Electricals Ltd.

Frequently Asked Questions on the Air Fryer Market

How widely can an Air Fryer Market expand?

Who are the key players in the Air Fryer Market?

Which segment is anticipated to hold the largest Air Fryer Market share?

What could be the factors driving the growth of the Air Fryer Market?

What could be the exigent factors in the growth of Air Fryer Market?

## Contents

### **1. EXECUTIVE SUMMARY**

### **2. AIR FRYER MARKET**

- 2.1. Product Overview
- 2.2. Market Definition
- 2.3. Segmentation
- 2.4. Assumptions and Acronyms

### **3. RESEARCH METHODOLOGY**

- 3.1. Research Objectives
- 3.2. Primary Research
- 3.3. Secondary Research
- 3.4. Forecast Model
- 3.5. Market Size Estimation

### **4. AVERAGE PRICING ANALYSIS**

### **5. MACRO-ECONOMIC INDICATORS**

### **6. MARKET DYNAMICS**

- 6.1. Growth Drivers
- 6.2. Restraints
- 6.3. Opportunity
- 6.4. Trends

### **7. CORRELATION & REGRESSION ANALYSIS**

- 7.1. Correlation Matrix
- 7.2. Regression Matrix

### **8. RECENT DEVELOPMENT, POLICIES & REGULATORY LANDSCAPE**

### **9. RISK ANALYSIS**

9.1. Demand Risk Analysis

9.2. Supply Risk Analysis

## **10. AIR FRYER MARKET ANALYSIS**

10.1. Porters Five Forces

10.1.1. Threat of New Entrants

10.1.2. Bargaining Power of Suppliers

10.1.3. Threat of Substitutes

10.1.4. Rivalry

10.2. PEST Analysis

10.2.1. Political

10.2.2. Economic

10.2.3. Social

10.2.4. Technological

## **11. AIR FRYER MARKET**

11.1. Market Size & forecast, 2020A-2030F

11.1.1. By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

11.1.2. By Volume (Million Units) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

## **12. SMART LUGGAGE: MARKET SEGMENTATION**

12.1. By Regions

12.1.1. North America:(U.S. and Canada), By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.1.2. Latin America: (Brazil, Mexico, Argentina, Rest of Latin America), By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.1.3. Europe: (Germany, UK, France, Italy, Spain, BENELUX, NORDIC, Hungary, Poland, Turkey, Russia, Rest of Europe), By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.1.4. Asia-Pacific: (China, India, Japan, South Korea, Indonesia, Malaysia, Australia, New Zealand, Rest of Asia Pacific), By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.1.5. Middle East and Africa: (Israel, GCC, North Africa, South Africa, Rest of Middle East and Africa), By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.2. By Device Type: Market Share (2020-2030F)

12.2.1. Manual Device, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%)  
2021-2030F

12.2.2. Digital Device, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%)  
2021-2030F

12.3. By End-user: Market Share (2020-2030F)

12.3.1. Residential, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%)  
2021-2030F

12.3.2. Commercial, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%)  
2021-2030F

## **13 COMPANY PROFILE**

### **13.1. TAURUS GROUP**

13.1.1. Company Overview

13.1.2. Company Total Revenue (Financials)

13.1.3. Market Potential

13.1.4. Global Presence

13.1.5. Key Performance Indicators

13.1.6. SWOT Analysis

13.1.7. Product Launch

13.2. Stanley Black & Decker

13.3. Breville Group Limited

13.4. Groupe SEB

13.5. SharkNinja Operating LLC

13.6. Cuisinart Corporation

13.7. Meyer Manufacturing Company Limited

13.8. GoWise USA

13.9. NuWave

13.10. Other Prominent Players

## **14 CONSULTANT RECOMMENDATION**

**\*\*The above given segmentations and companies could be subjected to further modification based on in-depth feasibility studies conducted for the final deliverable.**



## I would like to order

Product name: Air Fryer Market: Segmented By Device Type (Manual and Digital): By End-user (Residential and Commercial): By Distribution (Online and Offline stores): Global Analysis by Market size, share & trends for 2020-2021 and forecasts to 2031

Product link: <https://marketpublishers.com/r/A6051F663D87EN.html>

Price: US\$ 5,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A6051F663D87EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970