

# Global Blenders Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Blenders market size was valued at USD 1948.9 million in 2023 and is forecast to a readjusted size of USD 2708.5 million by 2030 with a CAGR of 4.8% during review period.

A blender (sometimes called a mixer or liquidiser in British English) is a kitchen and laboratory appliance used to mix, crush, pur?e or emulsify food and other substances. A stationary blender consists of a blender container with a rotating metal or plastic blade at the bottom, powered by an electric motor that is in the base. Some powerful models can also crush ice and other frozen foods. The newer immersion blender configuration has a motor on top connected by a shaft to a rotating blade at the bottom, which can be used with any container.

A blender is the only machine in your kitchen that can produce a beverage from chunks of ice and fruit in less than 60 seconds. It is a better tool for making purees, quick sauces, and emulsifications (such as mayonnaise and vinaigrette), and it's the only appliance that can whip berries and fibrous veggies into a silky-smooth texture. Because a blender's jar is narrow and usually angled at the base, it creates a vortex that helps pass ingredients through the blades more frequently than in a food processor, yielding smoother textures.

The Global Info Research report includes an overview of the development of the Blenders industry chain, the market status of Commercial (Countertop Blenders, Personal Blenders), Household (Countertop Blenders, Personal Blenders), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Blenders.

Regionally, the report analyzes the Blenders markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Blenders market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Blenders market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Blenders industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Countertop Blenders, Personal Blenders).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Blenders market.

**Regional Analysis:** The report involves examining the Blenders market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Blenders market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Blenders:

**Company Analysis:** Report covers individual Blenders manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Blenders. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Commercial, Household).

**Technology Analysis:** Report covers specific technologies relevant to Blenders. It assesses the current state, advancements, and potential future developments in Blenders areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Blenders market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

Blenders market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

### Market segment by Type

Countertop Blenders

Personal Blenders

Immersion Blenders

### Market segment by Application

Commercial

Household

### Major players covered

Omega

Breville

Oster (Sunbeam)

Hurom

Braun

Cuisinart

Kuvings

Philips

Panasonic

Electrolux

Joyoung

Supor

Midea

Donlim(Guangdong Xinbao)

SKG

Bear

ACA (Elec-Tech)

Deer

Ouke

Xibeile (Shuai Jia)

Hanssem

KitchenAid

Black & Decker

Hamilton Beach

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Blenders product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Blenders, with price, sales, revenue and global market share of Blenders from 2019 to 2024.

Chapter 3, the Blenders competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Blenders breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share

and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Blenders market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Blenders.

Chapter 14 and 15, to describe Blenders sales channel, distributors, customers, research findings and conclusion.

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