

Global Electric Kettle Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Electric Kettle market size is expected to reach \$ 4572 million by 2032, rising at a market growth of 3.6% CAGR during the forecast period (2026-2032).

In 2025, global Electric Kettle production reached approximately 42,000 k units?with an average global market price of around US\$ 85 per unit, and a gross profit margin of approximately 10%-30%. An electric kettle is a countertop appliance that heats water using an internal electric heating system?either a concealed plate heater or an immersed element?so users can quickly bring water to boiling or to a selected temperature for beverages and food preparation. Most designs consist of a water vessel, a lid and spout for controlled pouring, a handle, and a power interface (corded or cordless with a 360? base). Core safety and control features typically include an automatic shut-off when boiling is reached, boil-dry protection to prevent overheating when water is insufficient, and thermal fuses or thermostats for fail-safe operation; higher-end models add variable temperature presets, keep-warm functions, noise reduction, and double-wall insulation to reduce external surface temperature. Selection is commonly driven by capacity, heating speed (wattage), materials and taste neutrality, ease of cleaning/descaling (scale filters, wide openings, removable lids), and compliance with electrical and food-contact safety requirements.

The electric kettle market spans mass household use and several commercial niches (hospitality rooms, office pantries, foodservice back-of-house), with demand shaped by everyday beverage habits, convenience-driven cooking, and replacement cycles tied to reliability and scale buildup. Competition is broad, ranging from high-volume OEM/ODM manufacturers to global appliance brands and design-led premium labels, and differentiation often centers on safety performance, boil speed, user experience (quietness, ergonomics, temperature control), and aesthetics. Regional preferences matter: in many markets kettles are a standard kitchen staple, while in others they are more niche or tied to tea/coffee culture and hospitality. Procurement channels vary from

retail and e-commerce for consumer models to distributor and project-based supply for hotels and offices, where features like durability, theft deterrence, and standardized appearance can outweigh advanced functions. Sustainability and regulation are also influencing product design through material choices, longer service life expectations, and energy-efficient heating behaviors, pushing suppliers to balance cost, compliance, and perceived quality as consumer expectations continue to rise. This report studies the global Electric Kettle production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Electric Kettle and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Electric Kettle that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Electric Kettle total production and demand, 2021-2032, (K Units)

Global Electric Kettle total production value, 2021-2032, (USD Million)

Global Electric Kettle production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Electric Kettle consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Electric Kettle domestic production, consumption, key domestic manufacturers and share

Global Electric Kettle production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Electric Kettle production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Electric Kettle production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Electric Kettle market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Midea, Panasonic, Joyoung, SUPOR, Philips, Royalstar, KONKA, Buydeem, Bear Electric, Chigo, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Electric Kettle market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by

manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Electric Kettle Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Electric Kettle Market, Segmentation by Type:

ABS Material

Stainless Steel Material

Others

Global Electric Kettle Market, Segmentation by Power:

1000 W

1200 W

1500 W

Others

Global Electric Kettle Market, Segmentation by Capacity:

0.8L

1.0L

1.2L

Others

Global Electric Kettle Market, Segmentation by Application:

Home

Commercial

Companies Profiled:

Midea

Panasonic

Joyoung

SUPOR

Philips

Royalstar

KONKA

Buydeem

Bear Electric

Chigo

Xiaomi

Galanz

Hisense

Zojirushi

Dualit

SEVERIN

TIGER

Liven Technology

Krups

Morphy Richards

WMF

SMEG

Havells

TTK Prestige

Key Questions Answered:

1. How big is the global Electric Kettle market?
2. What is the demand of the global Electric Kettle market?
3. What is the year over year growth of the global Electric Kettle market?
4. What is the production and production value of the global Electric Kettle market?
5. Who are the key producers in the global Electric Kettle market?

6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Electric Kettle Introduction
- 1.2 World Electric Kettle Supply & Forecast
 - 1.2.1 World Electric Kettle Production Value (2021 & 2025 & 2032)
 - 1.2.2 World Electric Kettle Production (2021-2032)
 - 1.2.3 World Electric Kettle Pricing Trends (2021-2032)
- 1.3 World Electric Kettle Production by Region (Based on Production Site)
 - 1.3.1 World Electric Kettle Production Value by Region (2021-2032)
 - 1.3.2 World Electric Kettle Production by Region (2021-2032)
 - 1.3.3 World Electric Kettle Average Price by Region (2021-2032)
 - 1.3.4 North America Electric Kettle Production (2021-2032)
 - 1.3.5 Europe Electric Kettle Production (2021-2032)
 - 1.3.6 China Electric Kettle Production (2021-2032)
 - 1.3.7 Japan Electric Kettle Production (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Electric Kettle Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Electric Kettle Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Electric Kettle Demand (2021-2032)
- 2.2 World Electric Kettle Consumption by Region
 - 2.2.1 World Electric Kettle Consumption by Region (2021-2026)
 - 2.2.2 World Electric Kettle Consumption Forecast by Region (2027-2032)
- 2.3 United States Electric Kettle Consumption (2021-2032)
- 2.4 China Electric Kettle Consumption (2021-2032)
- 2.5 Europe Electric Kettle Consumption (2021-2032)
- 2.6 Japan Electric Kettle Consumption (2021-2032)
- 2.7 South Korea Electric Kettle Consumption (2021-2032)
- 2.8 ASEAN Electric Kettle Consumption (2021-2032)
- 2.9 India Electric Kettle Consumption (2021-2032)

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

- 3.1 World Electric Kettle Production Value by Manufacturer (2021-2026)

- 3.2 World Electric Kettle Production by Manufacturer (2021-2026)
- 3.3 World Electric Kettle Average Price by Manufacturer (2021-2026)
- 3.4 Electric Kettle Company Evaluation Quadrant
- 3.5 Industry Rank and Concentration Rate (CR)
 - 3.5.1 Global Electric Kettle Industry Rank of Major Manufacturers
 - 3.5.2 Global Concentration Ratios (CR4) for Electric Kettle in 2025
 - 3.5.3 Global Concentration Ratios (CR8) for Electric Kettle in 2025
- 3.6 Electric Kettle Market: Overall Company Footprint Analysis
 - 3.6.1 Electric Kettle Market: Region Footprint
 - 3.6.2 Electric Kettle Market: Company Product Type Footprint
 - 3.6.3 Electric Kettle Market: Company Product Application Footprint
- 3.7 Competitive Environment
 - 3.7.1 Historical Structure of the Industry
 - 3.7.2 Barriers of Market Entry
 - 3.7.3 Factors of Competition
- 3.8 New Entrant and Capacity Expansion Plans
- 3.9 Mergers, Acquisition, Agreements, and Collaborations

4 UNITED STATES VS CHINA VS REST OF THE WORLD

- 4.1 United States VS China: Electric Kettle Production Value Comparison
 - 4.1.1 United States VS China: Electric Kettle Production Value Comparison (2021 & 2025 & 2032)
 - 4.1.2 United States VS China: Electric Kettle Production Value Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States VS China: Electric Kettle Production Comparison
 - 4.2.1 United States VS China: Electric Kettle Production Comparison (2021 & 2025 & 2032)
 - 4.2.2 United States VS China: Electric Kettle Production Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States VS China: Electric Kettle Consumption Comparison
 - 4.3.1 United States VS China: Electric Kettle Consumption Comparison (2021 & 2025 & 2032)
 - 4.3.2 United States VS China: Electric Kettle Consumption Market Share Comparison (2021 & 2025 & 2032)
- 4.4 United States Based Electric Kettle Manufacturers and Market Share, 2021-2026
 - 4.4.1 United States Based Electric Kettle Manufacturers, Headquarters and Production Site (States, Country)
 - 4.4.2 United States Based Manufacturers Electric Kettle Production Value (2021-2026)

- 4.4.3 United States Based Manufacturers Electric Kettle Production (2021-2026)
- 4.5 China Based Electric Kettle Manufacturers and Market Share
 - 4.5.1 China Based Electric Kettle Manufacturers, Headquarters and Production Site (Province, Country)
 - 4.5.2 China Based Manufacturers Electric Kettle Production Value (2021-2026)
 - 4.5.3 China Based Manufacturers Electric Kettle Production (2021-2026)
- 4.6 Rest of World Based Electric Kettle Manufacturers and Market Share, 2021-2026
 - 4.6.1 Rest of World Based Electric Kettle Manufacturers, Headquarters and Production Site (State, Country)
 - 4.6.2 Rest of World Based Manufacturers Electric Kettle Production Value (2021-2026)
 - 4.6.3 Rest of World Based Manufacturers Electric Kettle Production (2021-2026)

5 MARKET ANALYSIS BY TYPE

- 5.1 World Electric Kettle Market Size Overview by Type: 2021 VS 2025 VS 2032
- 5.2 Segment Introduction by Type
 - 5.2.1 ABS Material
 - 5.2.2 Stainless Steel Material
 - 5.2.3 Others
- 5.3 Market Segment by Type
 - 5.3.1 World Electric Kettle Production by Type (2021-2032)
 - 5.3.2 World Electric Kettle Production Value by Type (2021-2032)
 - 5.3.3 World Electric Kettle Average Price by Type (2021-2032)

6 MARKET ANALYSIS BY POWER

- 6.1 World Electric Kettle Market Size Overview by Power: 2021 VS 2025 VS 2032
- 6.2 Segment Introduction by Power
 - 6.2.1 1000 W
 - 6.2.2 1200 W
 - 6.2.3 1500 W
 - 6.2.4 Others
- 6.3 Market Segment by Power
 - 6.3.1 World Electric Kettle Production by Power (2021-2032)
 - 6.3.2 World Electric Kettle Production Value by Power (2021-2032)
 - 6.3.3 World Electric Kettle Average Price by Power (2021-2032)

7 MARKET ANALYSIS BY CAPACITY

7.1 World Electric Kettle Market Size Overview by Capacity: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Capacity

7.2.1 0.8L

7.2.2 1.0L

7.2.3 1.2L

7.2.4 Others

7.3 Market Segment by Capacity

7.3.1 World Electric Kettle Production by Capacity (2021-2032)

7.3.2 World Electric Kettle Production Value by Capacity (2021-2032)

7.3.3 World Electric Kettle Average Price by Capacity (2021-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Electric Kettle Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Home

8.2.2 Commercial

8.3 Market Segment by Application

8.3.1 World Electric Kettle Production by Application (2021-2032)

8.3.2 World Electric Kettle Production Value by Application (2021-2032)

8.3.3 World Electric Kettle Average Price by Application (2021-2032)

9 COMPANY PROFILES

9.1 Midea

9.1.1 Midea Details

9.1.2 Midea Major Business

9.1.3 Midea Electric Kettle Product and Services

9.1.4 Midea Electric Kettle Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.1.5 Midea Recent Developments/Updates

9.1.6 Midea Competitive Strengths & Weaknesses

9.2 Panasonic

9.2.1 Panasonic Details

9.2.2 Panasonic Major Business

9.2.3 Panasonic Electric Kettle Product and Services

9.2.4 Panasonic Electric Kettle Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.2.5 Panasonic Recent Developments/Updates

- 9.2.6 Panasonic Competitive Strengths & Weaknesses
- 9.3 Joyoung
 - 9.3.1 Joyoung Details
 - 9.3.2 Joyoung Major Business
 - 9.3.3 Joyoung Electric Kettle Product and Services
 - 9.3.4 Joyoung Electric Kettle Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.3.5 Joyoung Recent Developments/Updates
 - 9.3.6 Joyoung Competitive Strengths & Weaknesses
- 9.4 SUPOR
 - 9.4.1 SUPOR Details
 - 9.4.2 SUPOR Major Business
 - 9.4.3 SUPOR Electric Kettle Product and Services
 - 9.4.4 SUPOR Electric Kettle Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.4.5 SUPOR Recent Developments/Updates
 - 9.4.6 SUPOR Competitive Strengths & Weaknesses
- 9.5 Philips
 - 9.5.1 Philips Details
 - 9.5.2 Philips Major Business
 - 9.5.3 Philips Electric Kettle Product and Services
 - 9.5.4 Philips Electric Kettle Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.5.5 Philips Recent Developments/Updates
 - 9.5.6 Philips Competitive Strengths & Weaknesses
- 9.6 Royalstar
 - 9.6.1 Royalstar Details
 - 9.6.2 Royalstar Major Business
 - 9.6.3 Royalstar Electric Kettle Product and Services
 - 9.6.4 Royalstar Electric Kettle Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.6.5 Royalstar Recent Developments/Updates
 - 9.6.6 Royalstar Competitive Strengths & Weaknesses
- 9.7 KONKA
 - 9.7.1 KONKA Details
 - 9.7.2 KONKA Major Business
 - 9.7.3 KONKA Electric Kettle Product and Services
 - 9.7.4 KONKA Electric Kettle Production, Price, Value, Gross Margin and Market Share (2021-2026)

- 9.7.5 KONKA Recent Developments/Updates
- 9.7.6 KONKA Competitive Strengths & Weaknesses
- 9.8 Buydeem
 - 9.8.1 Buydeem Details
 - 9.8.2 Buydeem Major Business
 - 9.8.3 Buydeem Electric Kettle Product and Services
 - 9.8.4 Buydeem Electric Kettle Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.8.5 Buydeem Recent Developments/Updates
 - 9.8.6 Buydeem Competitive Strengths & Weaknesses
- 9.9 Bear Electric
 - 9.9.1 Bear Electric Details
 - 9.9.2 Bear Electric Major Business
 - 9.9.3 Bear Electric Electric Kettle Product and Services
 - 9.9.4 Bear Electric Electric Kettle Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.9.5 Bear Electric Recent Developments/Updates
 - 9.9.6 Bear Electric Competitive Strengths & Weaknesses
- 9.10 Chigo
 - 9.10.1 Chigo Details
 - 9.10.2 Chigo Major Business
 - 9.10.3 Chigo Electric Kettle Product and Services
 - 9.10.4 Chigo Electric Kettle Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.10.5 Chigo Recent Developments/Updates
 - 9.10.6 Chigo Competitive Strengths & Weaknesses
- 9.11 Xiaomi
 - 9.11.1 Xiaomi Details
 - 9.11.2 Xiaomi Major Business
 - 9.11.3 Xiaomi Electric Kettle Product and Services
 - 9.11.4 Xiaomi Electric Kettle Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.11.5 Xiaomi Recent Developments/Updates
 - 9.11.6 Xiaomi Competitive Strengths & Weaknesses
- 9.12 Galanz
 - 9.12.1 Galanz Details
 - 9.12.2 Galanz Major Business
 - 9.12.3 Galanz Electric Kettle Product and Services
 - 9.12.4 Galanz Electric Kettle Production, Price, Value, Gross Margin and Market Share

(2021-2026)

9.12.5 Galanz Recent Developments/Updates

9.12.6 Galanz Competitive Strengths & Weaknesses

9.13 Hisense

9.13.1 Hisense Details

9.13.2 Hisense Major Business

9.13.3 Hisense Electric Kettle Product and Services

9.13.4 Hisense Electric Kettle Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.13.5 Hisense Recent Developments/Updates

9.13.6 Hisense Competitive Strengths & Weaknesses

9.14 Zojirushi

9.14.1 Zojirushi Details

9.14.2 Zojirushi Major Business

9.14.3 Zojirushi Electric Kettle Product and Services

9.14.4 Zojirushi Electric Kettle Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.14.5 Zojirushi Recent Developments/Updates

9.14.6 Zojirushi Competitive Strengths & Weaknesses

9.15 Dualit

9.15.1 Dualit Details

9.15.2 Dualit Major Business

9.15.3 Dualit Electric Kettle Product and Services

9.15.4 Dualit Electric Kettle Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.15.5 Dualit Recent Developments/Updates

9.15.6 Dualit Competitive Strengths & Weaknesses

9.16 SEVERIN

9.16.1 SEVERIN Details

9.16.2 SEVERIN Major Business

9.16.3 SEVERIN Electric Kettle Product and Services

9.16.4 SEVERIN Electric Kettle Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.16.5 SEVERIN Recent Developments/Updates

9.16.6 SEVERIN Competitive Strengths & Weaknesses

9.17 TIGER

9.17.1 TIGER Details

9.17.2 TIGER Major Business

9.17.3 TIGER Electric Kettle Product and Services

9.17.4 TIGER Electric Kettle Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.17.5 TIGER Recent Developments/Updates

9.17.6 TIGER Competitive Strengths & Weaknesses

9.18 Liven Technology

9.18.1 Liven Technology Details

9.18.2 Liven Technology Major Business

9.18.3 Liven Technology Electric Kettle Product and Services

9.18.4 Liven Technology Electric Kettle Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.18.5 Liven Technology Recent Developments/Updates

9.18.6 Liven Technology Competitive Strengths & Weaknesses

9.19 Krups

9.19.1 Krups Details

9.19.2 Krups Major Business

9.19.3 Krups Electric Kettle Product and Services

9.19.4 Krups Electric Kettle Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.19.5 Krups Recent Developments/Updates

9.19.6 Krups Competitive Strengths & Weaknesses

9.20 Morphy Richards

9.20.1 Morphy Richards Details

9.20.2 Morphy Richards Major Business

9.20.3 Morphy Richards Electric Kettle Product and Services

9.20.4 Morphy Richards Electric Kettle Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.20.5 Morphy Richards Recent Developments/Updates

9.20.6 Morphy Richards Competitive Strengths & Weaknesses

9.21 WMF

9.21.1 WMF Details

9.21.2 WMF Major Business

9.21.3 WMF Electric Kettle Product and Services

9.21.4 WMF Electric Kettle Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.21.5 WMF Recent Developments/Updates

9.21.6 WMF Competitive Strengths & Weaknesses

9.22 SMEG

9.22.1 SMEG Details

9.22.2 SMEG Major Business

- 9.22.3 SMEG Electric Kettle Product and Services
- 9.22.4 SMEG Electric Kettle Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.22.5 SMEG Recent Developments/Updates
- 9.22.6 SMEG Competitive Strengths & Weaknesses
- 9.23 Havells
 - 9.23.1 Havells Details
 - 9.23.2 Havells Major Business
 - 9.23.3 Havells Electric Kettle Product and Services
 - 9.23.4 Havells Electric Kettle Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.23.5 Havells Recent Developments/Updates
 - 9.23.6 Havells Competitive Strengths & Weaknesses
- 9.24 TTK Prestige
 - 9.24.1 TTK Prestige Details
 - 9.24.2 TTK Prestige Major Business
 - 9.24.3 TTK Prestige Electric Kettle Product and Services
 - 9.24.4 TTK Prestige Electric Kettle Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.24.5 TTK Prestige Recent Developments/Updates
 - 9.24.6 TTK Prestige Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

- 10.1 Electric Kettle Industry Chain
- 10.2 Electric Kettle Upstream Analysis
 - 10.2.1 Electric Kettle Core Raw Materials
 - 10.2.2 Main Manufacturers of Electric Kettle Core Raw Materials
- 10.3 Midstream Analysis
- 10.4 Downstream Analysis
- 10.5 Electric Kettle Production Mode
- 10.6 Electric Kettle Procurement Model
- 10.7 Electric Kettle Industry Sales Model and Sales Channels
 - 10.7.1 Electric Kettle Sales Model
 - 10.7.2 Electric Kettle Typical Distributors

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

12.1 Methodology

12.2 Research Process and Data Source

12.3 Disclaimer

List Of Tables

LIST OF TABLES

- Table 1. World Electric Kettle Production Value by Region (2021, 2025 and 2032) & (USD Million)
- Table 2. World Electric Kettle Production Value by Region (2021-2026) & (USD Million)
- Table 3. World Electric Kettle Production Value by Region (2027-2032) & (USD Million)
- Table 4. World Electric Kettle Production Value Market Share by Region (2021-2026)
- Table 5. World Electric Kettle Production Value Market Share by Region (2027-2032)
- Table 6. World Electric Kettle Production by Region (2021-2026) & (K Units)
- Table 7. World Electric Kettle Production by Region (2027-2032) & (K Units)
- Table 8. World Electric Kettle Production Market Share by Region (2021-2026)
- Table 9. World Electric Kettle Production Market Share by Region (2027-2032)
- Table 10. World Electric Kettle Average Price by Region (2021-2026) & (US\$/Unit)
- Table 11. World Electric Kettle Average Price by Region (2027-2032) & (US\$/Unit)
- Table 12. Electric Kettle Major Market Trends
- Table 13. World Electric Kettle Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (K Units)
- Table 14. World Electric Kettle Consumption by Region (2021-2026) & (K Units)
- Table 15. World Electric Kettle Consumption Forecast by Region (2027-2032) & (K Units)
- Table 16. World Electric Kettle Production Value by Manufacturer (2021-2026) & (USD Million)
- Table 17. Production Value Market Share of Key Electric Kettle Producers in 2025
- Table 18. World Electric Kettle Production by Manufacturer (2021-2026) & (K Units)
- Table 19. Production Market Share of Key Electric Kettle Producers in 2025
- Table 20. World Electric Kettle Average Price by Manufacturer (2021-2026) & (US\$/Unit)
- Table 21. Global Electric Kettle Company Evaluation Quadrant
- Table 22. World Electric Kettle Industry Rank of Major Manufacturers, Based on Production Value in 2025
- Table 23. Head Office and Electric Kettle Production Site of Key Manufacturer
- Table 24. Electric Kettle Market: Company Product Type Footprint
- Table 25. Electric Kettle Market: Company Product Application Footprint
- Table 26. Electric Kettle Competitive Factors
- Table 27. Electric Kettle New Entrant and Capacity Expansion Plans
- Table 28. Electric Kettle Mergers & Acquisitions Activity
- Table 29. United States VS China Electric Kettle Production Value Comparison, (2021 &

2025 & 2032) & (USD Million)

Table 30. United States VS China Electric Kettle Production Comparison, (2021 & 2025 & 2032) & (K Units)

Table 31. United States VS China Electric Kettle Consumption Comparison, (2021 & 2025 & 2032) & (K Units)

Table 32. United States Based Electric Kettle Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers Electric Kettle Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers Electric Kettle Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers Electric Kettle Production (2021-2026) & (K Units)

Table 36. United States Based Manufacturers Electric Kettle Production Market Share (2021-2026)

Table 37. China Based Electric Kettle Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers Electric Kettle Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers Electric Kettle Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers Electric Kettle Production, (2021-2026) & (K Units)

Table 41. China Based Manufacturers Electric Kettle Production Market Share (2021-2026)

Table 42. Rest of World Based Electric Kettle Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers Electric Kettle Production Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers Electric Kettle Production Value Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers Electric Kettle Production, (2021-2026) & (K Units)

Table 46. Rest of World Based Manufacturers Electric Kettle Production Market Share (2021-2026)

Table 47. World Electric Kettle Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World Electric Kettle Production by Type (2021-2026) & (K Units)

Table 49. World Electric Kettle Production by Type (2027-2032) & (K Units)

- Table 50. World Electric Kettle Production Value by Type (2021-2026) & (USD Million)
- Table 51. World Electric Kettle Production Value by Type (2027-2032) & (USD Million)
- Table 52. World Electric Kettle Average Price by Type (2021-2026) & (US\$/Unit)
- Table 53. World Electric Kettle Average Price by Type (2027-2032) & (US\$/Unit)
- Table 54. World Electric Kettle Production Value by Power, (USD Million), 2021 & 2025 & 2032
- Table 55. World Electric Kettle Production by Power (2021-2026) & (K Units)
- Table 56. World Electric Kettle Production by Power (2027-2032) & (K Units)
- Table 57. World Electric Kettle Production Value by Power (2021-2026) & (USD Million)
- Table 58. World Electric Kettle Production Value by Power (2027-2032) & (USD Million)
- Table 59. World Electric Kettle Average Price by Power (2021-2026) & (US\$/Unit)
- Table 60. World Electric Kettle Average Price by Power (2027-2032) & (US\$/Unit)
- Table 61. World Electric Kettle Production Value by Capacity, (USD Million), 2021 & 2025 & 2032
- Table 62. World Electric Kettle Production by Capacity (2021-2026) & (K Units)
- Table 63. World Electric Kettle Production by Capacity (2027-2032) & (K Units)
- Table 64. World Electric Kettle Production Value by Capacity (2021-2026) & (USD Million)
- Table 65. World Electric Kettle Production Value by Capacity (2027-2032) & (USD Million)
- Table 66. World Electric Kettle Average Price by Capacity (2021-2026) & (US\$/Unit)
- Table 67. World Electric Kettle Average Price by Capacity (2027-2032) & (US\$/Unit)
- Table 68. World Electric Kettle Production Value by Application, (USD Million), 2021 & 2025 & 2032
- Table 69. World Electric Kettle Production by Application (2021-2026) & (K Units)
- Table 70. World Electric Kettle Production by Application (2027-2032) & (K Units)
- Table 71. World Electric Kettle Production Value by Application (2021-2026) & (USD Million)
- Table 72. World Electric Kettle Production Value by Application (2027-2032) & (USD Million)
- Table 73. World Electric Kettle Average Price by Application (2021-2026) & (US\$/Unit)
- Table 74. World Electric Kettle Average Price by Application (2027-2032) & (US\$/Unit)
- Table 75. Midea Basic Information, Manufacturing Base and Competitors
- Table 76. Midea Major Business
- Table 77. Midea Electric Kettle Product and Services
- Table 78. Midea Electric Kettle Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 79. Midea Recent Developments/Updates
- Table 80. Midea Competitive Strengths & Weaknesses

- Table 81. Panasonic Basic Information, Manufacturing Base and Competitors
- Table 82. Panasonic Major Business
- Table 83. Panasonic Electric Kettle Product and Services
- Table 84. Panasonic Electric Kettle Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 85. Panasonic Recent Developments/Updates
- Table 86. Panasonic Competitive Strengths & Weaknesses
- Table 87. Joyoung Basic Information, Manufacturing Base and Competitors
- Table 88. Joyoung Major Business
- Table 89. Joyoung Electric Kettle Product and Services
- Table 90. Joyoung Electric Kettle Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 91. Joyoung Recent Developments/Updates
- Table 92. Joyoung Competitive Strengths & Weaknesses
- Table 93. SUPOR Basic Information, Manufacturing Base and Competitors
- Table 94. SUPOR Major Business
- Table 95. SUPOR Electric Kettle Product and Services
- Table 96. SUPOR Electric Kettle Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 97. SUPOR Recent Developments/Updates
- Table 98. SUPOR Competitive Strengths & Weaknesses
- Table 99. Philips Basic Information, Manufacturing Base and Competitors
- Table 100. Philips Major Business
- Table 101. Philips Electric Kettle Product and Services
- Table 102. Philips Electric Kettle Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 103. Philips Recent Developments/Updates
- Table 104. Philips Competitive Strengths & Weaknesses
- Table 105. Royalstar Basic Information, Manufacturing Base and Competitors
- Table 106. Royalstar Major Business
- Table 107. Royalstar Electric Kettle Product and Services
- Table 108. Royalstar Electric Kettle Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 109. Royalstar Recent Developments/Updates
- Table 110. Royalstar Competitive Strengths & Weaknesses
- Table 111. KONKA Basic Information, Manufacturing Base and Competitors
- Table 112. KONKA Major Business
- Table 113. KONKA Electric Kettle Product and Services
- Table 114. KONKA Electric Kettle Production (K Units), Price (US\$/Unit), Production

Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 115. KONKA Recent Developments/Updates

Table 116. KONKA Competitive Strengths & Weaknesses

Table 117. Buydeem Basic Information, Manufacturing Base and Competitors

Table 118. Buydeem Major Business

Table 119. Buydeem Electric Kettle Product and Services

Table 120. Buydeem Electric Kettle Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 121. Buydeem Recent Developments/Updates

Table 122. Buydeem Competitive Strengths & Weaknesses

Table 123. Bear Electric Basic Information, Manufacturing Base and Competitors

Table 124. Bear Electric Major Business

Table 125. Bear Electric Electric Kettle Product and Services

Table 126. Bear Electric Electric Kettle Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 127. Bear Electric Recent Developments/Updates

Table 128. Bear Electric Competitive Strengths & Weaknesses

Table 129. Chigo Basic Information, Manufacturing Base and Competitors

Table 130. Chigo Major Business

Table 131. Chigo Electric Kettle Product and Services

Table 132. Chigo Electric Kettle Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 133. Chigo Recent Developments/Updates

Table 134. Chigo Competitive Strengths & Weaknesses

Table 135. Xiaomi Basic Information, Manufacturing Base and Competitors

Table 136. Xiaomi Major Business

Table 137. Xiaomi Electric Kettle Product and Services

Table 138. Xiaomi Electric Kettle Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 139. Xiaomi Recent Developments/Updates

Table 140. Xiaomi Competitive Strengths & Weaknesses

Table 141. Galanz Basic Information, Manufacturing Base and Competitors

Table 142. Galanz Major Business

Table 143. Galanz Electric Kettle Product and Services

Table 144. Galanz Electric Kettle Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 145. Galanz Recent Developments/Updates

Table 146. Galanz Competitive Strengths & Weaknesses

Table 147. Hisense Basic Information, Manufacturing Base and Competitors

- Table 148. Hisense Major Business
- Table 149. Hisense Electric Kettle Product and Services
- Table 150. Hisense Electric Kettle Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 151. Hisense Recent Developments/Updates
- Table 152. Hisense Competitive Strengths & Weaknesses
- Table 153. Zojirushi Basic Information, Manufacturing Base and Competitors
- Table 154. Zojirushi Major Business
- Table 155. Zojirushi Electric Kettle Product and Services
- Table 156. Zojirushi Electric Kettle Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 157. Zojirushi Recent Developments/Updates
- Table 158. Zojirushi Competitive Strengths & Weaknesses
- Table 159. Dualit Basic Information, Manufacturing Base and Competitors
- Table 160. Dualit Major Business
- Table 161. Dualit Electric Kettle Product and Services
- Table 162. Dualit Electric Kettle Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 163. Dualit Recent Developments/Updates
- Table 164. Dualit Competitive Strengths & Weaknesses
- Table 165. SEVERIN Basic Information, Manufacturing Base and Competitors
- Table 166. SEVERIN Major Business
- Table 167. SEVERIN Electric Kettle Product and Services
- Table 168. SEVERIN Electric Kettle Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 169. SEVERIN Recent Developments/Updates
- Table 170. SEVERIN Competitive Strengths & Weaknesses
- Table 171. TIGER Basic Information, Manufacturing Base and Competitors
- Table 172. TIGER Major Business
- Table 173. TIGER Electric Kettle Product and Services
- Table 174. TIGER Electric Kettle Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 175. TIGER Recent Developments/Updates
- Table 176. TIGER Competitive Strengths & Weaknesses
- Table 177. Liven Technology Basic Information, Manufacturing Base and Competitors
- Table 178. Liven Technology Major Business
- Table 179. Liven Technology Electric Kettle Product and Services
- Table 180. Liven Technology Electric Kettle Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

- Table 181. Liven Technology Recent Developments/Updates
- Table 182. Liven Technology Competitive Strengths & Weaknesses
- Table 183. Krups Basic Information, Manufacturing Base and Competitors
- Table 184. Krups Major Business
- Table 185. Krups Electric Kettle Product and Services
- Table 186. Krups Electric Kettle Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 187. Krups Recent Developments/Updates
- Table 188. Krups Competitive Strengths & Weaknesses
- Table 189. Morphy Richards Basic Information, Manufacturing Base and Competitors
- Table 190. Morphy Richards Major Business
- Table 191. Morphy Richards Electric Kettle Product and Services
- Table 192. Morphy Richards Electric Kettle Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 193. Morphy Richards Recent Developments/Updates
- Table 194. Morphy Richards Competitive Strengths & Weaknesses
- Table 195. WMF Basic Information, Manufacturing Base and Competitors
- Table 196. WMF Major Business
- Table 197. WMF Electric Kettle Product and Services
- Table 198. WMF Electric Kettle Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 199. WMF Recent Developments/Updates
- Table 200. WMF Competitive Strengths & Weaknesses
- Table 201. SMEG Basic Information, Manufacturing Base and Competitors
- Table 202. SMEG Major Business
- Table 203. SMEG Electric Kettle Product and Services
- Table 204. SMEG Electric Kettle Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 205. SMEG Recent Developments/Updates
- Table 206. SMEG Competitive Strengths & Weaknesses
- Table 207. Havells Basic Information, Manufacturing Base and Competitors
- Table 208. Havells Major Business
- Table 209. Havells Electric Kettle Product and Services
- Table 210. Havells Electric Kettle Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 211. Havells Recent Developments/Updates
- Table 212. Havells Competitive Strengths & Weaknesses
- Table 213. TTK Prestige Basic Information, Manufacturing Base and Competitors
- Table 214. TTK Prestige Major Business

Table 215. TTK Prestige Electric Kettle Product and Services

Table 216. TTK Prestige Electric Kettle Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 217. TTK Prestige Recent Developments/Updates

Table 218. TTK Prestige Competitive Strengths & Weaknesses

Table 219. Global Key Players of Electric Kettle Upstream (Raw Materials)

Table 220. Global Electric Kettle Typical Customers

Table 221. Electric Kettle Typical Distributors

List Of Figures

LIST OF FIGURES

- Figure 1. Electric Kettle Picture
- Figure 2. World Electric Kettle Production Value: 2021 & 2025 & 2032, (USD Million)
- Figure 3. World Electric Kettle Production Value and Forecast (2021-2032) & (USD Million)
- Figure 4. World Electric Kettle Production (2021-2032) & (K Units)
- Figure 5. World Electric Kettle Average Price (2021-2032) & (US\$/Unit)
- Figure 6. World Electric Kettle Production Value Market Share by Region (2021-2032)
- Figure 7. World Electric Kettle Production Market Share by Region (2021-2032)
- Figure 8. North America Electric Kettle Production (2021-2032) & (K Units)
- Figure 9. Europe Electric Kettle Production (2021-2032) & (K Units)
- Figure 10. China Electric Kettle Production (2021-2032) & (K Units)
- Figure 11. Japan Electric Kettle Production (2021-2032) & (K Units)
- Figure 12. Electric Kettle Market Drivers
- Figure 13. Factors Affecting Demand
- Figure 14. World Electric Kettle Consumption (2021-2032) & (K Units)
- Figure 15. World Electric Kettle Consumption Market Share by Region (2021-2032)
- Figure 16. United States Electric Kettle Consumption (2021-2032) & (K Units)
- Figure 17. China Electric Kettle Consumption (2021-2032) & (K Units)
- Figure 18. Europe Electric Kettle Consumption (2021-2032) & (K Units)
- Figure 19. Japan Electric Kettle Consumption (2021-2032) & (K Units)
- Figure 20. South Korea Electric Kettle Consumption (2021-2032) & (K Units)
- Figure 21. ASEAN Electric Kettle Consumption (2021-2032) & (K Units)
- Figure 22. India Electric Kettle Consumption (2021-2032) & (K Units)
- Figure 23. Producer Shipments of Electric Kettle by Manufacturer Revenue (\$MM) and Market Share (%): 2025
- Figure 24. Global Four-firm Concentration Ratios (CR4) for Electric Kettle Markets in 2025
- Figure 25. Global Four-firm Concentration Ratios (CR8) for Electric Kettle Markets in 2025
- Figure 26. United States VS China: Electric Kettle Production Value Market Share Comparison (2021 & 2025 & 2032)
- Figure 27. United States VS China: Electric Kettle Production Market Share Comparison (2021 & 2025 & 2032)
- Figure 28. United States VS China: Electric Kettle Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States Based Manufacturers Electric Kettle Production Market Share 2025

Figure 30. China Based Manufacturers Electric Kettle Production Market Share 2025

Figure 31. Rest of World Based Manufacturers Electric Kettle Production Market Share 2025

Figure 32. World Electric Kettle Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 33. World Electric Kettle Production Value Market Share by Type in 2025

Figure 34. ABS Material

Figure 35. Stainless Steel Material

Figure 36. Others

Figure 37. World Electric Kettle Production Market Share by Type (2021-2032)

Figure 38. World Electric Kettle Production Value Market Share by Type (2021-2032)

Figure 39. World Electric Kettle Average Price by Type (2021-2032) & (US\$/Unit)

Figure 40. World Electric Kettle Production Value by Power, (USD Million), 2021 & 2025 & 2032

Figure 41. World Electric Kettle Production Value Market Share by Power in 2025

Figure 42. 1000 W

Figure 43. 1200 W

Figure 44. 1500 W

Figure 45. Others

Figure 46. World Electric Kettle Production Market Share by Power (2021-2032)

Figure 47. World Electric Kettle Production Value Market Share by Power (2021-2032)

Figure 48. World Electric Kettle Average Price by Power (2021-2032) & (US\$/Unit)

Figure 49. World Electric Kettle Production Value by Capacity, (USD Million), 2021 & 2025 & 2032

Figure 50. World Electric Kettle Production Value Market Share by Capacity in 2025

Figure 51. 0.8L

Figure 52. 1.0L

Figure 53. 1.2L

Figure 54. Others

Figure 55. World Electric Kettle Production Market Share by Capacity (2021-2032)

Figure 56. World Electric Kettle Production Value Market Share by Capacity (2021-2032)

Figure 57. World Electric Kettle Average Price by Capacity (2021-2032) & (US\$/Unit)

Figure 58. World Electric Kettle Production Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 59. World Electric Kettle Production Value Market Share by Application in 2025

Figure 60. Home

Figure 61. Commercial

Figure 62. World Electric Kettle Production Market Share by Application (2021-2032)

Figure 63. World Electric Kettle Production Value Market Share by Application (2021-2032)

Figure 64. World Electric Kettle Average Price by Application (2021-2032) & (US\$/Unit)

Figure 65. Electric Kettle Industry Chain

Figure 66. Electric Kettle Procurement Model

Figure 67. Electric Kettle Sales Model

Figure 68. Electric Kettle Sales Channels, Direct Sales, and Distribution

Figure 69. Methodology

Figure 70. Research Process and Data Source

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