

Global Household Sewing Machines Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

<https://marketpublishers.com/r/G620882FE36GEN.html>

Date: June 2026

Pages: 174

Price: US\$ 3,480.00 (Single User License)

ID: G620882FE36GEN

Abstracts

According to our (Global Info Research) latest study, the global Household Sewing Machines market size was valued at US\$ 1834 million in 2025 and is forecast to a readjusted size of US\$ 2416 million by 2032 with a CAGR of 4.0% during review period.

Household sewing machines are sewing equipment designed for home users, hobbyists, and light industrial users for hand or automatic sewing of textiles, clothing accessories, and home textiles. Compared to industrial sewing machines, they are more compact, safer, and easier to operate. They typically feature multiple sewing modes, automatic threading, and pattern sewing functions, making them suitable for low-volume, diverse home sewing needs. In 2025, global production of household sewing machines was approximately 5,586,760 units, with an average price of approximately US\$319 per unit and a gross profit margin of approximately 33.8%.

The household sewing machine market continues to expand steadily with the rise of consumer personalization and DIY culture. Post-pandemic, home crafts, hobby sewing, and small-batch customization have become more popular, driving more home users to purchase sewing equipment with more advanced features. Upgrades to home sewing machines are trending towards computerized control, intelligent operation, diverse pattern designs, and user-friendly interfaces.

In the global market, China and Southeast Asia hold a significant market share due to their low-to-mid-range price advantage, while North America and Europe show stronger demand for mid-to-high-end intelligent home sewing machines. The growth of online e-commerce sales channels, driven by the 'stay-at-home economy' and lifestyle innovation, has also positively impacted market penetration for home sewing machines.

Market challenges primarily stem from homogeneous competition within the industry and the increasing availability of alternative recreational DIY devices. Simultaneously, rising user demands for after-sales service and product durability necessitate that brands enhance product quality and user experience.

This report is a detailed and comprehensive analysis for global Household Sewing Machines market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Household Sewing Machines market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2021-2032

Global Household Sewing Machines market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2021-2032

Global Household Sewing Machines market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2021-2032

Global Household Sewing Machines market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (USD/Unit), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Household Sewing Machines

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Household Sewing Machines market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Tajima, Brother, Juki Corporation, Toyota, Gemsy, SVP Worldwide(Jaguar, Singer, Husqvarna Viking, PFAFF), SunStar, Janome, Bernina, Pegasus, etc.

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

Market Segmentation

Household Sewing Machines market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Single Needle

Twin Needle

Market segment by Automation

Computerized

Mechanical

Market segment by Price

Entry Level (80?249 USD)

Mid?Range(250?499 USD)

High?End(500?1,000+ USD)

Market segment by Application

E-commerce

Offline

Major players covered

Tajima

Brother

Juki Corporation

Toyota

Gemsky

SVP Worldwide(Jaguar, Singer, Husqvarna Viking, PFAFF)

SunStar

Janome

Bernina

Pegasus

Baby Lock

Barudan

ZSK

HappyJapan

Feiyue

Jack

ZOJE

Shang Gong Group

Typical

Maqi

MAX

Feiya

Jingwei Electronic

Yuelong Sewing Equipment

Xinsheng Sewing Equipment

Feiying Electric Machinery

Shenshilei Group

Maya

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 Household Sewing Machines product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Household Sewing Machines, with price, sales quantity, revenue, and global market share of Household Sewing Machines from 2021 to 2026.

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

Chapter 4, the Household Sewing Machines breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

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 2021 to 2026. and Household Sewing Machines market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

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 Household Sewing Machines.

Chapter 14 and 15, to describe Household Sewing Machines sales channel, distributors, customers, research findings and conclusion.

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