

Global Kitchen Food Blender & Mixer 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 Kitchen Food Blender & Mixer market size was valued at USD 2094.2 million in 2023 and is forecast to a readjusted size of USD 3280.7 million by 2030 with a CAGR of 6.6% during review period.

A kitchen food blender and mixer is a kitchen appliance that is used to blend, puree, mix and chop various foods and ingredients. It is an essential tool for preparing batters, sauces, dips, smoothies, and other recipes that require various ingredients to be mixed together. The blender consists of a motorized base unit that drives a blade or a set of blades placed in a container or jar to blend and mix the ingredients. Many blenders come with different speed settings, pulse functions and blending options to give the user more control and flexibility in preparing different types of dishes. Some blenders also come with attachments such as a whisk or a dough hook to aid in specific tasks.

The mixer typically consists of a mixer base unit and a mixing bowl, to which various attachments can be added, such as a flat beater, a wire whip, and a dough hook. The base unit contains the motor that powers the attachments, which rotate in the mixing bowl to combine and blend the ingredients. Kitchen food mixers can be used for mixing and kneading dough, whipping cream and egg whites, and preparing batters for cakes, muffins, and other baked goods. Some mixers may also come with attachments like food grinders, pasta makers, or even juicers that can be used to perform a wide range of kitchen tasks. The size and power of the mixer will depend on the intended use, with larger mixers generally being more powerful and capable of handling larger quantities of ingredients.

Global 5 largest manufacturers of Kitchen Food Blender & Mixer are Joyoung, Midea, SUPOR, Bear and Ninja (SharkNinja), which make up over 30%. Among them, Joyoung dominates with nearly 13% production value share, followed by Midea (13%) and SUPOR (7%). Top manufacturers are based in North America, China and Europe.

North America is the largest market, holding a share over 30%, followed by Europe and Asia-Pacific, with shares 30% and 32% separately.

Based on the product type, the Kitchen Food Blender & Mixer is primarily split into Kitchen Food Blender and Kitchen Food Mixer. The leading type is Kitchen Food Blender, with a market share over 60%.

Based on the Application, the Kitchen Food Blender & Mixer is primarily split into Online Sales and Offline Sales. The largest segment is Online Sales, accounting for nearly 55%.

The Global Info Research report includes an overview of the development of the Kitchen Food Blender & Mixer industry chain, the market status of Online Sales (Kitchen Food Blender, Kitchen Food Mixer), Offline Sales (Kitchen Food Blender, Kitchen Food Mixer), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Kitchen Food Blender & Mixer.

Regionally, the report analyzes the Kitchen Food Blender & Mixer 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 Kitchen Food Blender & Mixer market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Kitchen Food Blender & Mixer 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 Kitchen Food Blender & Mixer 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., Kitchen Food Blender, Kitchen Food Mixer).

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 Kitchen Food Blender & Mixer market.

Regional Analysis: The report involves examining the Kitchen Food Blender & Mixer 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 Kitchen Food Blender & Mixer market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Kitchen Food Blender & Mixer:

Company Analysis: Report covers individual Kitchen Food Blender & Mixer 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 Kitchen Food Blender & Mixer This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Online Sales, Offline Sales).

Technology Analysis: Report covers specific technologies relevant to Kitchen Food Blender & Mixer. It assesses the current state, advancements, and potential future developments in Kitchen Food Blender & Mixer areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Kitchen Food Blender & Mixer 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

Kitchen Food Blender & Mixer 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

Kitchen Food Blender

Kitchen Food Mixer

Market segment by Application

Online Sales

Offline Sales

Major players covered

Joyoung

Midea

Vitamix

Ninja (SharkNinja?)

PHILIPS

HamiltonBeach

Panasonic

SUPOR

Electrolux

WMF

Bear

Hobart

KENWOOD

Bosch

Sunbeam Products, Inc

BRAUN

Cuisinart

Breville

KitchenAid (Whirlpool)

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 Kitchen Food Blender & Mixer product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Kitchen Food Blender & Mixer, with price, sales, revenue and global market share of Kitchen Food Blender & Mixer from 2019 to 2024.

Chapter 3, the Kitchen Food Blender & Mixer competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Kitchen Food Blender & Mixer 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 Kitchen Food Blender & Mixer 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 Kitchen Food Blender & Mixer.

Chapter 14 and 15, to describe Kitchen Food Blender & Mixer sales channel, distributors, customers, research findings and conclusion.

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