

# Global PTC Direct Heating Bottle Warmer Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global PTC Direct Heating Bottle Warmer market size was valued at US\$ 688 million in 2025 and is forecast to a readjusted size of US\$ 957 million by 2032 with a CAGR of 4.9% during review period.

PTC direct heating bottle warmers are rapid, self-regulating liquid heating devices that use positive temperature coefficient (PTC) ceramic heating elements. They achieve heat transfer through direct or near-direct contact between the heating element and the liquid container, offering enhanced safety and ease of use. The upstream supply chain primarily consists of core component and electronic control suppliers, including PTC ceramic heating element manufacturers, thermostat and PCB board suppliers, and plastic/metal mold and casing manufacturers. The downstream supply chain directly serves end consumers and sales channels, including maternal and infant product brands, online e-commerce platforms, chain maternal and infant stores, and large supermarkets. The demand for this product fundamentally stems from the core pursuit of 'efficiency, safety, and convenience' in modern childcare. Specific driving forces include: the urgent need for new parents to quickly and stably heat breast milk or formula at night or during busy times; consumers' desire to replace the slow, bacterial-prone, and safety-risk aspects of traditional water bath heating methods; and the continuous upgrading trend in the global maternal and infant market towards smarter, smaller, and easier-to-use products. In 2024, the production volume of PTC direct heating bottle warmers is estimated to be 15 million to 25 million units, with an average selling price of approximately US\$20 to US\$45 per unit, a gross profit margin of approximately 30%, and a single production line capacity of 300,000 to 650,000 units per year.

This report is a detailed and comprehensive analysis for global PTC Direct Heating Bottle Warmer 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 PTC Direct Heating Bottle Warmer market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global PTC Direct Heating Bottle Warmer market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global PTC Direct Heating Bottle Warmer market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global PTC Direct Heating Bottle Warmer market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/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 PTC Direct Heating Bottle Warmer
- 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 PTC Direct Heating Bottle Warmer 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 Philips Avent, Dr. Brown's, Tommee Tippee, Beaba, The First Years, INTUITNO Home, Ember, Group B Labs, Baby Brezza, Joystar Electrical Appliances Manufacturing Co. Ltd., etc.

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

## **Market Segmentation**

PTC Direct Heating Bottle Warmer 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**

Integrated Direct-plug Type

Separate Base Type

### **Market segment by Interaction Method**

Mechanical Type

Touchscreen CNC Type

### **Market segment by Application**

Home Use

Commercial Use

Other

### **Major players covered**

Philips Avent

Dr. Brown's

Tomme Tippee

Beaba

The First Years

INTUITNO Home

Ember

Group B Labs

Baby Brezza

Joystar Electrical Appliances Manufacturing Co. Ltd.

Supor

Bear Electric

Foshan Shunde Lonsun Electrical Appliance Co. Ltd

Foshan Mycarol Electric Technologies Inc

Foshan Wuke Smart Technology Co., Ltd

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 PTC Direct Heating Bottle Warmer product scope, market

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overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of PTC Direct Heating Bottle Warmer, with price, sales quantity, revenue, and global market share of PTC Direct Heating Bottle Warmer from 2021 to 2026.

Chapter 3, the PTC Direct Heating Bottle Warmer competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the PTC Direct Heating Bottle Warmer 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 PTC Direct Heating Bottle Warmer 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 PTC Direct Heating Bottle Warmer.

Chapter 14 and 15, to describe PTC Direct Heating Bottle Warmer sales channel, distributors, customers, research findings and conclusion.

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