

Electric Griddle Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

The Global Electric Griddle Market reached a valuation of USD 1.87 billion in 2024 and is projected to grow at a CAGR of 5.6% from 2025 to 2034. The rising preference for home cooking has significantly driven the demand for these appliances. Many consumers are shifting toward preparing meals at home to save money, enjoy healthier options, and find convenience. Electric griddles are especially appealing due to their ease of use, adjustable temperature controls, and spacious cooking surfaces, making them ideal for preparing quick meals. These appliances align with modern trends, offering a healthier cooking option by requiring less oil. Their affordability and practicality make them a go-to choice for those seeking cost-effective and efficient solutions. Social media influence and the growing popularity of breakfast-centric meals have further propelled the adoption of electric griddles. The surge in home cooking during the COVID-19 pandemic also contributed to the increased popularity of these appliances, highlighting their role in simplifying meal preparation.

The market is divided by surface type into flat and reversible surfaces. The flat surface griddles have been a key driver of growth, generating USD 1.18 billion in revenue in 2024, and projected to reach USD 2.09 billion by 2034. Flat griddles have gained traction due to their versatility, ease of use, and efficient cooking performance. Their even heat distribution and non-stick surfaces enhance user convenience and cooking consistency. These griddles are also compact and budget-friendly, catering to diverse consumer needs, including families, home cooks, and small-scale food businesses.

In terms of distribution channels, the market is segmented into online and offline sales. Offline channels captured a leading 53.79% market share in 2024, with a projected valuation of USD 1.66 billion by 2034. Many shoppers prefer the in-person experience offered by physical stores, where they can evaluate products before purchasing. These

retail outlets also provide personalized assistance, immediate product availability, and simplified after-sales support, including exchanges and warranty services. Such factors build consumer confidence and trust, bolstering the offline segment's dominance.

The United States accounted for 57.5% of North America's market share in 2024 and is expected to expand at a CAGR of 5.2% during the forecast period. The growing demand for convenient cooking solutions has driven the adoption of electric griddles in the US. Innovative features, such as adjustable temperature settings and non-stick surfaces, have enhanced their appeal among consumers. The robust retail infrastructure in the United States ensures the widespread availability of these appliances, supporting steady market growth. Health-conscious trends have also contributed to the rising popularity of electric griddles, offering a low-oil cooking alternative.

Contents

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definitions
- 1.2 Base estimates & calculations
- 1.3 Forecast calculations
- 1.4 Data sources
 - 1.4.1 Primary
 - 1.4.2 Secondary
 - 1.4.2.1 Paid sources
 - 1.4.2.2 Public sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis, 2021-2034

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
 - 3.1.1 Factor affecting the value chain
 - 3.1.2 Profit margin analysis
 - 3.1.3 Disruptions
 - 3.1.4 Future outlook
 - 3.1.5 Manufacturers
 - 3.1.6 Distributors
 - 3.1.7 Retailers
- 3.2 Supplier Landscape
- 3.3 Profit margin analysis
- 3.4 Key news & initiatives
- 3.5 Regulatory landscape
- 3.6 Impact forces
 - 3.6.1 Growth drivers
 - 3.6.1.1 Rising consumer demand for home cooking
 - 3.6.1.2 Growing popularity of breakfast foods
 - 3.6.1.3 Rising disposable incomes
 - 3.6.2 Industry pitfalls & challenges
 - 3.6.2.1 High competition from other kitchen appliances
 - 3.6.2.2 Limited cooking space

- 3.7 Growth potential analysis
- 3.8 Consumer behavior analysis
- 3.9 Porter's analysis
- 3.10 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2024

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive positioning matrix
- 4.4 Strategic outlook matrix

CHAPTER 5 MARKET ESTIMATES & FORECAST, BY SURFACE TYPE, 2021-2034 (USD BILLION) (UNITS IN MILLION)

- 5.1 Key trends
- 5.2 Flat
- 5.3 Reversible surface

CHAPTER 6 MARKET ESTIMATES & FORECAST, BY SIZE, 2021-2034 (USD BILLION) (UNITS IN MILLION)

- 6.1 Key trends
- 6.2 Compact / small electric griddles
- 6.3 Medium electric griddles
- 6.4 Large electric griddles

CHAPTER 7 MARKET ESTIMATES & FORECAST, BY INSTALLATION TYPE 2021-2034 (USD BILLION) (UNITS IN MILLION)

- 7.1 Key trends
- 7.2 Free standing
- 7.3 Tabletop

CHAPTER 8 MARKET ESTIMATES & FORECAST, BY PLATE MATERIAL 2021-2034 (USD BILLION) (UNITS IN MILLION)

- 8.1 Key trends
- 8.2 Ceramic glass

8.3 Steel

8.4 Chromated steel

8.5 Others

CHAPTER 9 MARKET ESTIMATES & FORECAST, BY PLATE TYPE 2021-2034 (USD BILLION) (UNITS IN MILLION)

9.1 Key trends

9.2 Flat

9.3 Ribbed

9.4 Mixed

CHAPTER 10 MARKET ESTIMATES & FORECAST, BY PRICE 2021-2034 (USD BILLION) (UNITS IN MILLION)

10.1 Key trends

10.2 Low

10.3 Medium

10.4 High

CHAPTER 11 MARKET ESTIMATES & FORECAST, BY APPLICATION 2021-2034 (USD BILLION) (UNITS IN MILLION)

11.1 Key trends

11.2 Household

11.3 Commercial

CHAPTER 12 MARKET ESTIMATES & FORECAST, BY DISTRIBUTION CHANNEL, 2021-2034 (USD BILLION) (UNITS IN MILLION)

12.1 Key trends

12.2 Online

12.2.1 E-commerce

12.2.2 Company website

12.3 Offline

12.3.1 Physical retail stores

12.3.2 Specialty store

12.3.3 Supermarket/hypermarket

CHAPTER 13 MARKET ESTIMATES & FORECAST, BY REGION, 2021-2034 (USD BILLION) (UNITS IN MILLION)

- 13.1 Key trends
- 13.2 North America
 - 13.2.1 United States
 - 13.2.2 Canada
- 13.3 Europe
 - 13.3.1 Unites kingdom
 - 13.3.2 Germany
 - 13.3.3 France
 - 13.3.4 Italy
 - 13.3.5 Spain
 - 13.3.6 Russia
- 13.4 Asia Pacific
 - 13.4.1 China
 - 13.4.2 India
 - 13.4.3 Japan
 - 13.4.4 South Korea
 - 13.4.5 Australia
- 13.5 Latin America
 - 13.5.1 Brazil
 - 13.5.2 Mexico
- 13.6 Middle East & Africa
 - 13.6.1 South Africa
 - 13.6.2 Saudi Arabia
 - 13.6.3 United Arab Emirates

CHAPTER 14 COMPANY PROFILES

- 14.1 Black+Decker
- 14.2 Equipex
- 14.3 Garland
- 14.4 Gotham
- 14.5 Hamilton Beach
- 14.6 Middleby
- 14.7 Oster
- 14.8 Philips
- 14.9 Presto Liddle

- 14.10 Simco
- 14.11 Star Manufacturing
- 14.12 Vollrath
- 14.13 Vulcan
- 14.14 Waring
- 14.15 Zojirushi

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