

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

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Abstracts

The Global Electric Rice Cooker Market, valued at USD 3.6 billion in 2024, is expected to experience steady growth at a CAGR of 5.8% from 2025 to 2034. This growth is primarily fueled by rising disposable incomes and the rapid pace of urbanization worldwide. As purchasing power increases, more consumers are turning to modern kitchen appliances that offer convenience, efficiency, and time-saving capabilities. Urbanization, characterized by smaller living spaces and increasingly fast-paced lifestyles, has led to a shift away from traditional cooking methods, creating a strong demand for compact and automated cooking solutions like electric rice cookers. Furthermore, the growing popularity of smart home technologies and energy-efficient appliances is enhancing the appeal of electric rice cookers across various demographics. Consumers are increasingly seeking smart appliances that simplify daily routines, and electric rice cookers fit seamlessly into this trend. Their programmable settings, energy-saving features, and ability to deliver consistent results align perfectly with the evolving preferences of modern households.

As more individuals adopt busy routines, the appeal of electric rice cookers continues to grow. Their ease of use, efficiency, and ability to save time in the kitchen have made them an essential item in many households, particularly in urban areas. The medium-sized cookers, capable of cooking 4-6 cups of rice, generated USD 1.9 billion in 2024. This segment's popularity stems from its versatility and affordability, making it ideal for small families, working professionals, and single-person households. Medium-sized models strike a perfect balance between size and capacity, allowing consumers to prepare regular meals without the need for larger, more power-hungry appliances. Additionally, the increasing preference for home-cooked meals among young professionals and health-conscious individuals has contributed significantly to the rising

demand for these cookers.

In terms of product types, the market is divided between basic electric rice cookers and multifunctional models. Basic cookers, which generated USD 2.6 billion in 2024, held a dominant 71.6% market share. Their simplicity, cost-effectiveness, and reliability have made them the preferred choice for many consumers, particularly in emerging markets where affordability plays a significant role in purchasing decisions. Basic cookers provide dependable performance at a lower price point, making them accessible to a wider range of consumers. These cookers are especially popular in regions where rice is a staple food, and budget-conscious buyers prioritize function over additional features. Meanwhile, multifunctional models offering advanced features, such as steaming, slow cooking, and programmable settings, are gaining traction among tech-savvy consumers seeking more versatility in their kitchen appliances.

The U.S. Electric Rice Cooker Market reached USD 0.53 billion in 2024, with a projected CAGR of 4.9% from 2025 to 2034. The U.S. maintains a dominant position in North America due to strong consumer spending, a wide range of consumer preferences, and the presence of well-established retail and e-commerce channels. Major retail platforms and online stores make it easy for American consumers to access a variety of electric rice cookers, from basic models to more advanced, multifunctional units catering to diverse cooking needs. Additionally, the increasing interest in Asian cuisine and the growing immigrant population have further driven demand for electric rice cookers in the U.S., where consumers appreciate the convenience and consistency these appliances offer.

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