

# Garment Steamers Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 – 2032

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## Abstracts

The Global Garment Steamers Market was valued at USD 2.3 billion in 2023 and is projected to grow at a CAGR of 6.4% from 2024 to 2032. The growing demand for quick, efficient, and easy alternatives to traditional ironing is fueling market expansion. As modern lifestyles become busier, many consumers are turning to portable steamers that remove wrinkles quickly and effortlessly. This shift is particularly common among younger individuals and urban dwellers who value functionality and convenience in home care appliances.

In addition, there is an increasing awareness of the benefits of fabric care and hygiene, contributing to the growth of the garment steamer market. Steamers help eliminate bacteria and allergens effectively without the use of harsh chemicals, making them attractive to health-conscious consumers. The rising disposable incomes of many people also play a key role, as more individuals can now invest in high-quality home appliances. Additionally, as the fashion industry continues to grow, there is a greater demand for steamers capable of safely handling a wide variety of fabrics, further driving consumer interest.

The market is divided into two main types: handheld and upright garment steamers. Handheld steamers led the market in 2023, generating a value of USD 1.5 billion. These portable devices are expected to maintain a growth rate of 6.5% CAGR during the forecast period from 2024 to 2032. The handheld steamer segment is leading the market due to its compact size, ease of use, and efficient wrinkle-removal capabilities. Consumers, particularly professionals and frequent travelers, are drawn to these lightweight, convenient models for their ability to steam clothes quickly and with minimal space required. This preference for handheld steamers is expected to continue in urban

markets, where convenience and portability are highly valued.

Regarding distribution channels, online sales are the dominant method for purchasing garment steamers. In 2023, online channels accounted for 55.9% of the market share and are projected to grow at a 6.6% CAGR from 2024 to 2032. The online shopping experience offers a wider variety of products, easier price comparisons, and user reviews, making it a popular choice for consumers. E-commerce platforms also provide the added benefits of home delivery and frequent discounts, further encouraging shoppers to choose online retail over traditional in-store purchases.

In terms of regional performance, the U.S. holds a significant share of the garment steamers market, valued at USD 600 million in 2023. This market is expected to grow at a CAGR of 6.5% during the forecast period. High disposable incomes, a preference for efficient and innovative home appliances, and a large urban consumer base contribute to the growth of the garment steamer market in the U.S.

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