

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

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Abstracts

The Global Juicers Market was valued at USD 2.8 billion in 2024 and is projected to grow at a CAGR of 7.2% from 2025 to 2034. The rising consumer inclination toward healthier lifestyles, coupled with the growing awareness of the benefits of fresh, natural juices, is driving market expansion. As people increasingly prioritize nutrition and wellness, the demand for juicing appliances continues to surge in both developed and developing economies. Consumers are actively seeking kitchen appliances that allow them to incorporate more fruits and vegetables into their diets conveniently. The shift toward organic and natural beverages has further propelled the adoption of juicers across residential and commercial sectors. Additionally, the rise of home-based juicing trends, fueled by social media influencers and fitness experts, has significantly boosted product adoption. Advanced product innovations, including smart juicers with app connectivity and self-cleaning functions, are expected to reshape the market landscape. The increasing prevalence of juice bars, health caf s, and smoothie chains is also contributing to industry growth, as businesses invest in high-performance juicing equipment to cater to evolving consumer preferences.

The market is segmented into different types of juicers, including masticating & twin gear juicers, centrifugal juicers, cold-press juicers, hand-press juicers, and others. The masticating & twin gear juicers segment was valued at USD 1.2 billion in 2024. These juicers utilize two interlocking gears to crush and grind fruits and vegetables, ensuring higher juice extraction with maximum nutrient retention. Unlike centrifugal juicers, which generate heat and oxidize juice, masticating models preserve essential enzymes and vitamins, making them the preferred choice for health-conscious consumers. With a growing number of people embracing clean eating habits, demand for these juicers is expected to witness a steady rise.

Based on design, the market is divided into vertical and horizontal juicers. In 2024, the vertical juicers segment led the market with a share of 61.9%. Their compact and user-

friendly design makes them a top choice for consumers looking for convenience and efficiency. These juicers operate quietly and are particularly effective for processing softer fruits. The vertical orientation ensures consistent juice extraction with minimal oxidation, keeping the juice fresh for longer. Additionally, their versatility extends beyond juicing, as they can handle leafy greens, nut butters, and frozen fruit-based desserts, adding to their growing popularity.

The U.S. juicers market was valued at USD 500 million in 2024 and is anticipated to grow at a CAGR of 7.7% between 2025 and 2034. A rising emphasis on health and nutrition has fueled a noticeable increase in the demand for juicing appliances across the country. Cold-pressed juices, green smoothies, and detox blends have become integral parts of daily diets, prompting consumers to invest in high-quality juicers. Masticating and cold-press juicers remain the most sought-after options, as they provide superior nutrient retention compared to other juicing methods. With an increasing number of Americans adopting plant-based diets and exploring alternative health trends, the demand for advanced juicing solutions is expected to accelerate in the coming years.

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