

North America Kitchen Small Electronic Appliances Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032

<https://marketpublishers.com/r/NC5C286E403EEN.html>

Date: November 2024

Pages: 225

Price: US\$ 4,850.00 (Single User License)

ID: NC5C286E403EEN

Abstracts

North America Kitchen Small Electronic Appliances Market was valued at USD 22.8 billion in 2023 and is projected to grow at a CAGR of over 5.2% from 2024 to 2032, driven by shifting consumer preferences toward convenience, efficiency, and the integration of advanced technology. The rise of smart home technology is revolutionizing the kitchen appliance sector. More consumers seek innovative kitchen devices, such as Wi-Fi-enabled ovens and coffee makers, that offer enhanced functionalities. These smart appliances allow users to control cooking times, temperatures, and schedules remotely through mobile apps, providing added convenience and control.

The North American market is highly competitive, with many established brands dominating the space. This intense competition presents challenges for newer or smaller brands trying to establish a presence. To remain competitive, leading companies must continually innovate, offering unique features, superior performance, and appealing designs to attract and retain customers.

The market is divided into several product categories: Cooking Appliances, Food Preparation Appliances, Specialty Appliances, and Others (such as Heating Appliances). The cooking appliances segment led the market in 2023, generating USD 8.7 billion in revenue. This segment is expected to grow at a CAGR of 5.5% during the forecast period, driven by the increasing popularity of home cooking, particularly among health-conscious consumers. Technological innovation has also contributed to the growth of this segment, as modern consumers seek appliances that offer greater functionality and convenience.

In terms of end-users, the market is segmented into Residential and Commercial

categories. The residential segment captured a dominant 75% share of the market in 2023 and is expected to grow at a CAGR of 5.3% through 2032. This growth is largely attributed to the rising popularity of home cooking, coupled with a growing demand for kitchen appliances that prioritize ease of use and convenience. More consumers are choosing to prepare meals at home due to health, budget, and lifestyle considerations, which has increased demand for appliances like coffee makers, blenders, and air fryers.

In the U.S., the kitchen small electronic appliances market was valued at USD 19.1 billion in 2023 and is expected to grow at a 5.2% CAGR through 2032. The rising focus on health and wellness is driving the demand for appliances that support healthier cooking, such as air fryers and blenders. In addition, the continued adoption of smart home technology is enhancing the market's growth as U.S. consumers increasingly seek appliances that offer greater convenience, energy efficiency, and advanced connectivity features.

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