

Steam Air Fryer Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

<https://marketpublishers.com/r/SEE3D7579273EN.html>

Date: June 2025

Pages: 230

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

ID: SEE3D7579273EN

Abstracts

The Global Steam Air Fryer Market was valued at USD 420 million in 2024 and is estimated to grow at a CAGR of 4.5% to reach USD 639.5 million by 2034. This growth is primarily driven by increasing consumer preference for healthier cooking methods. Rising awareness around obesity, heart disease, and lifestyle-related conditions is prompting more individuals to look for kitchen appliances that promote low-fat, nutrient-rich cooking. Steam air fryers combine convection heating with moisture-retaining steam, offering a balance of crispness and nutrition retention. These products are appealing to various demographics - from busy professionals looking for quick, health-focused meals to families aiming to prepare balanced diets with minimal oil. Health-conscious individuals are especially drawn to these appliances for their ability to preserve vitamins and reduce harmful cooking by-products.

According to nutritional data, steam retains between 90% to 95% of water-soluble vitamins, far outperforming conventional baking, which typically retains just 60% to 70%. Air frying alone can cut oil use by up to 80% when compared to traditional frying. These benefits are prompting both retailers and manufacturers to prioritize steam air fryers in their offerings. Innovations such as air-steam combination technology, built-in recipe platforms, and smart cooking presets are being developed to improve convenience and nutritional outcomes.

Digital steam air fryers segment generated USD 177.3 million in 2024 and is projected to grow at a CAGR of 4.1% through 2034. These models are favored for their intuitive features like LED displays, digital touch panels, and pre-set cooking modes. Consumers appreciate their simplicity, accuracy, and ability to deliver consistent results. Unlike manual models, digital fryers allow users to activate a "crisp and steam" function instantly, ensuring better nutrient retention and uniform cooking. They are particularly

popular among users prioritizing health and time efficiency in meal preparation.

Plastic-body steam air fryers segment led the market by capturing 58.1% share in 2024 and is expected to grow at a CAGR of 5% from 2025 to 2034. Consumers are drawn to these models for their affordability, portability, and compact design - ideal for smaller kitchens and urban households. Manufacturers use high-grade heat-resistant plastic to reduce production costs, making them more accessible to budget-conscious buyers. Their lightweight and aesthetic versatility further boost appeal, particularly among younger homeowners. Their popularity is also supported by the retail sector, with store promotions and high shelf visibility pushing them ahead of metal-bodied alternatives.

U.S. Steam Air Fryer Market accounted for USD 95.5 million in 2024 and remains the leading market in North America. Growth is fueled by a surge in wellness-driven food habits and rising demand for smart kitchen appliances. With a large share of households already equipped with modern cooking tools, American consumers seek compact, oil-free appliances that don't compromise flavor. Support from major retail chains and online platforms ensures wide product availability, helping to drive consumer adoption across all demographics.

Noteworthy companies shaping the Steam Air Fryer Industry include Cuisinart, Midea Group, Tovala, Cosori, Philips, Breville, Ninja, Geepas, Anova, Sharp, Durotic, Ciarra, Secura, Instant Brands, and Gourmia. Leading manufacturers are prioritizing innovation through the integration of advanced steam and air-circulation technologies that support nutrient retention while enhancing taste. Brands are also introducing smart, app-connected features with automated cooking presets to attract tech-savvy consumers. To boost visibility and adoption, companies are collaborating with retail giants and leveraging influencer marketing. Additionally, product lines are being diversified to include various sizes, styles, and finishes, catering to a wider demographic. Sustainability is another key focus, with more brands incorporating eco-friendly packaging and energy-efficient designs. Targeted promotional campaigns and expansion into high-growth markets further reinforce their competitive edge.

Companies Mentioned

Anova, Breville, Ciarra, Cosori, Cuisinart, Durotic, Geepas, Gourmia, Instant Brands, Midea Group, Ninja, Philips, Secura, Sharp, Tovala

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