

Air Fryer Market Size, Share & Trends Analysis Report By Device, By Capacity, By Application (Residential, Commercial), By Distribution Channel, By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Air Fryer Market Growth & Trends

The global air fryer market size is anticipated to reach USD 2.07 billion in 2030 and is projected to grow at a CAGR of 7.9% from 2024 to 2030. Introduction of innovative products with improved designs is the key factor driving the growth of this market.

Based on device, the automatic device segment dominated the air fryer market with a revenue share of 58.4% in 2023. Automatic air fryers display the data on the screen, making it easier to control the temperature and time of frying. The manual device segment is expected to grow significantly over the forecast period. Manual air fryers are cheaper than automatic air fryers, making them easily accessible to many people

The offline distribution channel segment dominated the air fryer market with a revenue share of 73.1% in 2023. High product visibility and increasing number of retailer stores, such as Walmart, in developing countries including India and China, is main factor driving the growth of this segment. The online distribution channel segment is expected to register the fastest CAGR over the forecast period. Rising popularity of e-commerce retailers, such as Amazon.com, is the key factor boosting the product sales through online channels.

Moreover, most of the prominent companies have their own websites, which also

contributes to the segment growth. North America air fryer market will retain its dominant position throughout the forecast years owing to increasing health consciousness and resultant demand for air fryers.

Air Fryer Market Report Highlights

North America is anticipated to be the largest regional market owing to high product demand as a result of rising health consciousness

The offline distribution channel segment dominated the air fryer market with a revenue share of 73.1% in 2023. Since air fryers are not cheap and many families make a big investment in buying them, customers appreciate the ability to personally get an idea of how they work

The residential application segment dominated the air fryer market with a revenue share of 67.2% in 2023. The residential segments have started using air fryers since it is more efficient in preparing healthier food than deep frying.

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