

China Kitchenware Market Size, Share & Trends Analysis Report By Product (Cookware, Bakeware, Tableware), By Application (Residential, Commercial) By Distribution Channel (Supermarkets & Hypermarkets, Specialty Stores), And Segment Forecasts, 2025 - 2033

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Abstracts

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China Kitchenware Market Size & Trends

The China kitchenware market size was estimated at USD 6,680.5 million in 2024 and is expected to reach USD 11,599.6 million by 2033 and growing at a CAGR of 6.4% from 2025 to 2033. The kitchenware market in China is being driven by rapid urbanization, rising disposable incomes, culinary heritage and innovation, and a growing preference for modern, functional kitchens. Demand for high-quality, durable, eco-friendly kitchenware is increasing as more consumers, especially in urban and semi-urban areas, embrace healthier lifestyles and home cooking. This trend is further supported by the widespread adoption of e-commerce platforms, which offer greater accessibility, competitive pricing, and a broad product range, making it easier for consumers to upgrade their kitchens with modern tools and appliances.

Consumers in China increasingly prioritize healthy eating and home cooking, which has led to a surge in demand for cookware and kitchen tools that facilitate nutritious meal preparation. Many households now favor appliances and utensils designed for low-oil, low-fat cooking, such as steamers, air fryers, and pressure cookers, to enjoy wholesome meals with minimal effort.

In China, the rising popularity of smart and multifunctional kitchen appliances in the kitchenware industry is transforming household cooking habits, particularly in urban centers. Consumers are embracing devices such as app-controlled rice cookers, AI-powered pressure cookers, and multifunctional blenders that streamline meal prep while offering personalized cooking modes. This trend aligns with the broader adoption of smart home ecosystems, especially among younger, tech-savvy demographics. For example, Midea's Smart IH Rice Cooker integrates with its home IoT platform, allowing users to remotely control cooking through a smartphone app, monitor energy use, and receive recipe suggestions.

Consumers are increasingly choosing non-toxic, BPA-free, ceramic-coated, and stainless steel cookware that supports healthier cooking techniques such as steaming and low-oil frying. This shift is especially prominent among middle- and upper-income households in urban areas. For example, Supor, a leading Chinese kitchenware brand, has launched a range of PFOA-free non-stick pans and steamers designed specifically for low-oil, low-smoke cooking, catering to consumers prioritizing wellness and environmental sustainability in their kitchens.

China Kitchenware Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For the purpose of this study, Grand View Research has segmented the China kitchenware market report by product, application, and distribution channel.

Product Outlook (Revenue, USD Million, 2021 - 2033)

Cookware

Pots & Pan

Pressure Cooker

Microwave Cookware

Bakeware

Tins & Trays

Cups

Molds

Pans & Dishes

Rolling Pin

Others

Tableware

Dinnerware

Flatware

Stemware

Others

Cooking Racks

Cooking Tools

Application Outlook (Revenue, USD Million, 2021 - 2033)

Residential

Commercial

Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

Supermarkets and Hypermarkets

Specialty Stores

Online Retail

Others

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