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Electric Kettle Market Size, Share & Trends Analysis Report By Raw Material (Stainless Steel, Plastic, Glass, Others), By Application (Residential, Commercial), By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

This report can be delivered to the clients within 3 Business Days

Electric Iron Market Growth & Trends

The global electric iron market size is expected to reach USD 7.01 billion by 2030, registering a CAGR of 8.1% from 2024 to 2030, according to a new report by Grand View Research, Inc. Rising inclination among the millennials towards grooming well at a global level is boosting the market growth.

Electric irons have been modified to be lighter in weight, easier to use, energy efficient, and suitable to all kinds of fabrics. Advertisement and celebrity endorsements of these products have played a crucial role in making people aware of the product, its utility, resulting in the inclusion of the product in the daily lifestyle.

Manufacturers of electric iron have been investing in research and development of the product rapidly. Thus, it has resulted in releasing new products frequently with modified features and better efficiency. Organizations have understood the crucial role it plays in day to day life and to address the same, they have launched products that can be carried in the luggage while traveling. These products are small, lightweight, and chargeable, thereby making it compatible to be used during journey.

In April 2019, Xiaomi launched Lofans Cordless Steam Iron in China. The product is

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available for 199 Chinese Yuan. The cordless product comes with a charging stand, a switch to operate it, and adjustable gear to control its temperature. It consumes 200Watts of power and can be used in three modes: high, low, and dry. It consists of a 280ml water tank for steaming the clothes. The product needs to be preheated for 35 seconds and withholds heat for 2 minutes after being detached from the charger. The sole plate is made of diecast ceramic glazed aluminum. It can be heated up to 200 degree Celsius for ironing thick and heavily crushed clothes. The negative ion coating can reduce the high temperature fabric damage.

In March 2019, Tefal launched all-in-one iron and garment steamer IXEO QT1020. The product is expected to be much more efficient than regular steam product types. The product is available for GBP 290. It comes along with an adjustable and handy built in smart iron board. The board is inverted vertically for steaming and is kept horizontally for ironing. The iron works on one-temperature technology and thus, no adjustments are required.

Electric Iron Market Report Highlights

The steam segment dominated the market with 54.2% of revenue share in 2023. The dry segment is anticipated to witness a significant CAGR of 8.5% over the forecast period.

The commercial segment accounted for the largest market revenue share of 54.9% in 2023 due to the expansion of the laundry and hospitality industries.

The offline segment dominated the market having 75.1% share in 2023. This is due to the tangible product experience it offers customers

Asia Pacific electric iron market dominated with 31.9% market share in 2023.

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