

# **Electric Rice Cooker Market Size, Share & Trends Analysis Report By Product (Standard, Multifunctional, Induction), By Application (Household, Commercial), By Distribution Channel, By Region, And Segment Forecasts, 2019 - 2025**

<https://marketpublishers.com/r/E94A56C02D09EN.html>

Date: January 2020

Pages: 80

Price: US\$ 3,950.00 (Single User License)

ID: E94A56C02D09EN

## **Abstracts**

The global electric rice cooker market size is expected to reach USD 1.1 billion by 2025, expanding at a CAGR of 7.5%, according to a new report by Grand View Research, Inc. Introduction of smart cooker with Wi-Fi connectivity and easy to read touch panel is expected to be a key factor for promoting the market for electric rice cooker over the forecast period. Additionally, increasing number of nuclear families on a global level is expected to play crucial role in product promotion. Moreover, increasing product visibility through the establishment of new electronic hypermarkets in developing countries such as Brazil, China, and India is expected to remain a key driving factor over the forecast period.

The household segment held leading market share in 2018 owing to shifting consumer inclination towards the energy efficient cooking appliances including connected rice cooker. Growing middle class population coupled with rising disposable income in countries such as India and China is expected to fuel demand for convenient appliances such as electric rice cooker in upcoming years. Moreover, increasing interest in high-end products including cooking appliances, which can connect with Wi-Fi, Smart Home, and virtual assistance are expected to have positive impact on the market. However, the commercial segment is anticipated to expand at fastest CAGR of 7.6% from 2019 to 2025. Introduction of innovative products with improved design and larger cooking capacity is the key factor fueling adoption of these cookers in the commercial segment.

The offline segment held the largest market share close to 70% in 2018. The increased

number of retail stores, especially in emerging economies such as India, China, and Brazil, is expected to boost product sales through offline stores. In addition, the strong presence of major international companies in emerging markets including China and India through newly established strategic business units is expected to promote segment growth. For instance, in February 2018, Xiaomi inaugurated its first Mi Home Experience Store in India for showcasing the company's products including Xiaomi luggage and an electric smart rice cooker.

North America accounted for a revenue share of more than 10% of the global revenue in 2018. Strong foothold of advanced household appliance brands in U.S. is likely to remain a key driving factor for the industry. Furthermore, U.S. is expected to witness significant gains in terms of rising importance of connected appliances on a domestic level.

Further key findings from the report suggest:

The standard product segment held leading electric rice cooker market share in 2018 attributed to easy product handling and low maintenance at affordable price

The online channel segment is expected to witness fastest growth at a CAGR of 7.9% from 2019 to 2025 as a result of increasing importance of e-commerce channels for providing extra add-on benefits including discounts and free home delivery

The market revenue from Asia Pacific accounted the largest share of more than 60% in 2018

Product innovation is expected to be a key success factor among the industry participants over the next few years.

## Contents

### CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
  - 1.3.1. Purchased Database
  - 1.3.2. GVR's Internal Database
  - 1.3.3. Secondary Sources & Third-Party Perspectives
  - 1.3.4. Primary Research
- 1.4. Information Analysis
  - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

### CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Segmental Outlook
- 2.3. Competitive Insights

### CHAPTER 3. ELECTRIC RICE COOKER MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Introduction
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
  - 3.3.1. Sales/Retail Channel Analysis
  - 3.3.2. Profit Margin Analysis
- 3.4. Market Dynamics
  - 3.4.1. Market Driver Analysis
  - 3.4.2. Market Restraint Analysis
  - 3.4.3. Industry Challenges
  - 3.4.4. Industry Opportunities
- 3.5. Business Environment Analysis
  - 3.5.1. Industry Analysis - Porter's
    - 3.5.1.1. Supplier Power
    - 3.5.1.2. Buyer Power
    - 3.5.1.3. Substitution Threat

- 3.5.1.4. Threat from New Entrant
- 3.5.1.5. Competitive Rivalry
- 3.6. Roadmap of Electric Rice Cooker Market
- 3.7. Market Entry Strategies

## **CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS**

- 4.1. Consumer Trends and Preferences
- 4.2. Factors Affecting Buying Decision
- 4.3. Consumer Product Adoption
- 4.4. Observations & Recommendations

## **CHAPTER 5. ELECTRIC RICE COOKER MARKET: PRODUCT ESTIMATES & TREND ANALYSIS**

- 5.1. Product Movement Analysis & Market Share, 2018 & 2025
- 5.2. Standard
  - 5.2.1. Market estimates and forecast, 2015 - 2025 (USD Million)
- 5.3. Multifunctional
  - 5.3.1. Market estimates and forecast, 2015 - 2025 (USD Million)
- 5.4. Induction
  - 5.4.1. Market estimates and forecast, 2015 - 2025 (USD Million)
- 5.5. Others
  - 5.5.1. Market estimates and forecast, 2015 - 2025 (USD Million)

## **CHAPTER 6. ELECTRIC RICE COOKER MARKET: APPLICATION ESTIMATES & TREND ANALYSIS**

- 6.1. Application Movement Analysis & Market Share, 2018 & 2025
- 6.2. Household
  - 6.2.1. Market estimates and forecast, 2015 - 2025 (USD Million)
- 6.3. Commercial
  - 6.3.1. Market estimates and forecast, 2015 - 2025 (USD Million)

## **CHAPTER 7. ELECTRIC RICE COOKER MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS**

- 7.1. Distribution Channel Movement Analysis & Market Share, 2018 & 2025
- 7.2. Offline

7.2.1. Market estimates and forecast, 2015 - 2025 (USD Million)

7.3. Online

7.3.1. Market estimates and forecast, 2015 - 2025 (USD Million)

## **CHAPTER 8. ELECTRIC RICE COOKER MARKET: REGIONAL ESTIMATES & TREND ANALYSIS**

8.1. Regional Movement Analysis & Market Share, 2018 & 2025

8.2. North America

8.2.1. Market estimates and forecast, 2015 - 2025 (USD Million)

8.2.2. Market estimation and forecast, by product, 2015 - 2025 (USD Million)

8.2.3. Market estimates and forecast, by application, 2015 - 2025 (USD Million)

8.2.4. Market estimates and forecast, by distribution channel, 2015 - 2025 (USD Million)

8.2.5. U.S.

8.2.5.1. Market estimates and forecast, 2015 - 2025 (USD Million)

8.2.5.2. Market estimation and forecast, by product, 2015 - 2025 (USD Million)

8.2.5.3. Market estimates and forecast, by application, 2015 - 2025 (USD Million)

8.2.5.4. Market estimates and forecast, by distribution channel, 2015 - 2025 (USD Million)

8.3. Europe

8.3.1. Market estimates and forecast, 2015 - 2025 (USD Million)

8.3.2. Market estimation and forecast, by product, 2015 - 2025 (USD Million)

8.3.3. Market estimates and forecast, by application, 2015 - 2025 (USD Million)

8.3.4. Market estimates and forecast, by distribution channel, 2015 - 2025 (USD Million)

8.3.5. France

8.3.5.1. Market estimates and forecast, 2015 - 2025 (USD Million)

8.3.5.2. Market estimation and forecast, by product, 2015 - 2025 (USD Million)

8.3.5.3. Market estimates and forecast, by application, 2015 - 2025 (USD Million)

8.3.5.4. Market estimates and forecast, by distribution channel, 2015 - 2025 (USD Million)

8.3.6. U.K.

8.3.6.1. Market estimates and forecast, 2015 - 2025 (USD Million)

8.3.6.2. Market estimation and forecast, by product, 2015 - 2025 (USD Million)

8.3.6.3. Market estimates and forecast, by application, 2015 - 2025 (USD Million)

8.3.6.4. Market estimates and forecast, by distribution channel, 2015 - 2025 (USD Million)

8.3.7. Belgium

8.3.7.1. Market estimates and forecast, 2015 - 2025 (USD Million)

8.3.7.2. Market estimation and forecast, by product, 2015 - 2025 (USD Million)

8.3.7.3. Market estimates and forecast, by application, 2015 - 2025 (USD Million)

8.3.7.4. Market estimates and forecast, by distribution channel, 2015 - 2025 (USD Million)

#### 8.4. Asia Pacific

8.4.1. Market estimates and forecast, 2015 - 2025 (USD Million)

8.4.2. Market estimation and forecast, by product, 2015 - 2025 (USD Million)

8.4.3. Market estimates and forecast, by application, 2015 - 2025 (USD Million)

8.4.4. Market estimates and forecast, by distribution channel, 2015 - 2025 (USD Million)

##### 8.4.5. China

8.4.5.1. Market estimates and forecast, 2015 - 2025 (USD Million)

8.4.5.2. Market estimation and forecast, by product, 2015 - 2025 (USD Million)

8.4.5.3. Market estimates and forecast, by application, 2015 - 2025 (USD Million)

8.4.5.4. Market estimates and forecast, by distribution channel, 2015 - 2025 (USD Million)

##### 8.4.6. India

8.4.6.1. Market estimates and forecast, 2015 - 2025 (USD Million)

8.4.6.2. Market estimation and forecast, by product, 2015 - 2025 (USD Million)

8.4.6.3. Market estimates and forecast, by application, 2015 - 2025 (USD Million)

8.4.6.4. Market estimates and forecast, by distribution channel, 2015 - 2025 (USD Million)

#### 8.5. Central & South America

8.5.1. Market estimates and forecast, 2015 - 2025 (USD Million)

8.5.2. Market estimation and forecast, by product, 2015 - 2025 (USD Million)

8.5.3. Market estimates and forecast, by application, 2015 - 2025 (USD Million)

8.5.4. Market estimates and forecast, by distribution channel, 2015 - 2025 (USD Million)

##### 8.5.5. Brazil

8.5.5.1. Market estimates and forecast, 2015 - 2025 (USD Million)

8.5.5.2. Market estimation and forecast, by product, 2015 - 2025 (USD Million)

8.5.5.3. Market estimates and forecast, by application, 2015 - 2025 (USD Million)

8.5.5.4. Market estimates and forecast, by distribution channel, 2015 - 2025 (USD Million)

#### 8.6. Middle East & Africa (MEA)

8.6.1. Market estimates and forecast, 2015 - 2025 (USD Million)

8.6.2. Market estimation and forecast, by product, 2015 - 2025 (USD Million)

8.6.3. Market estimates and forecast, by application, 2015 - 2025 (USD Million)

8.6.4. Market estimates and forecast, by distribution channel, 2015 - 2025 (USD Million)

## **CHAPTER 9. COMPETITIVE ANALYSIS**

- 9.1. Key global players, recent developments & their impact on the industry
- 9.2. Key Company/Competition Categorization (Key innovators, Market leaders, Emerging players)
- 9.3. Vendor Landscape
  - 9.3.1. Key company market share analysis, 2018

## **CHAPTER 10. COMPANY PROFILES**

- 10.1. Toshiba Corporation
  - 10.1.1. Company Overview
  - 10.1.2. Financial Performance
  - 10.1.3. Product Benchmarking
  - 10.1.4. Strategic Initiatives
- 10.2. TTK Prestige Limited
  - 10.2.1. Company Overview
  - 10.2.2. Financial Performance
  - 10.2.3. Product Benchmarking
  - 10.2.4. Strategic Initiatives
- 10.3. Panasonic Inc.
  - 10.3.1. Company Overview
  - 10.3.2. Financial Performance
  - 10.3.3. Product Benchmarking
  - 10.3.4. Strategic Initiatives
- 10.4. Zojirushi America Corporation
  - 10.4.1. Company Overview
  - 10.4.2. Financial Performance
  - 10.4.3. Product Benchmarking
  - 10.4.4. Strategic Initiatives
- 10.5. Tiger Corporation
  - 10.5.1. Company Overview
  - 10.5.2. Financial Performance
  - 10.5.3. Product Benchmarking
  - 10.5.4. Strategic Initiatives
- 10.6. Sunbeam Product Inc.



- 10.6.1. Company Overview
- 10.6.2. Financial Performance
- 10.6.3. Product Benchmarking
- 10.6.4. Strategic Initiatives
- 10.7. Aroma Houseware Company
  - 10.7.1. Company Overview
  - 10.7.2. Financial Performance
  - 10.7.3. Product Benchmarking
  - 10.7.4. Strategic Initiatives
- 10.8. Pigeon Corporation
  - 10.8.1. Company Overview
  - 10.8.2. Financial Performance
  - 10.8.3. Product Benchmarking
  - 10.8.4. Strategic Initiatives
- 10.9. Koninklijke Philips N.V.
  - 10.9.1. Company Overview
  - 10.9.2. Financial Performance
  - 10.9.3. Product Benchmarking
  - 10.9.4. Strategic Initiatives
- 10.10. Conair Corporation
  - 10.10.1. Company Overview
  - 10.10.2. Financial Performance
  - 10.10.3. Product Benchmarking
  - 10.10.4. Strategic Initiatives



## List Of Tables

### LIST OF TABLES

1. Electric Rice Cooker - Key market driver analysis
2. Electric Rice Cooker - Key market restraint analysis
3. Global Standard electric rice cooker market estimates and forecast, 2015 - 2025 (USD Million)
4. Global Multifunction electric rice cooker market estimates and forecast, 2015 - 2025 (USD Million)
5. Global Induction electric rice cooker market estimates and forecast, 2015 - 2025 (USD Million)
6. Global Other electric rice cooker market estimates and forecast, 2015 - 2025 (USD Million)
7. Global electric rice cooker market estimates and forecast for household applications, 2015 - 2025 (USD Million)
8. Global electric rice cooker market estimates and forecast for commercial applications, 2015 - 2025 (USD Million)
9. Global electric rice cooker market estimates and forecast through offline, 2015 - 2025 (USD Million)
10. Global electric rice cooker market estimates and forecast through online, 2015 - 2025 (USD Million)
11. North America electric rice cooker market estimates and forecast, 2015 - 2025 (USD Million)
12. North America electric rice cooker market estimates and forecast by product, 2015 - 2025,
13. North America electric rice cooker market revenue estimates and forecast by application, 2015 - 2025 (USD Million)
14. North America electric rice cooker market revenue estimates and forecast by distribution channel, 2015 - 2025 (USD Million)
15. U.S. electric rice cooker market estimates and forecast, 2015 - 2025 (USD Million)
16. U.S. electric rice cooker market revenue estimates and forecast by product, 2015 - 2025 (USD Million)
17. U.S. electric rice cooker market revenue estimates and forecast by application, 2015 - 2025 (USD Million)
18. U.S. electric rice cooker market revenue estimates and forecast by distribution channel, 2015 - 2025 (USD Million)
19. Europe electric rice cooker market estimates and forecast, 2015 - 2025 (USD Million)

20. Europe electric rice cooker market revenue estimates and forecast by product, 2015 - 2025 (USD Million)
21. Europe electric rice cooker market revenue estimates and forecast by application, 2015 - 2025 (USD Million)
22. Europe electric rice cooker market revenue estimates and forecast by distribution channel, 2015 - 2025 (USD Million)
23. France electric rice cooker market estimates and forecast, 2015 - 2025 (USD Million)
24. France electric rice cooker market revenue estimates and forecast by product, 2015 - 2025 (USD Million)
25. France electric rice cooker market revenue estimates and forecast by application, 2015 - 2025 (USD Million)
26. France electric rice cooker market revenue estimates and forecast by distribution channel, 2015 - 2025 (USD Million)
27. U.K. electric rice cooker market estimates and forecast, 2015 - 2025 (USD Million)
28. U.K. electric rice cooker market revenue estimates and forecast by product, 2015 - 2025 (USD Million)
29. U.K. electric rice cooker market revenue estimates and forecast by application, 2015 - 2025 (USD Million)
30. U.K. electric rice cooker market revenue estimates and forecast by distribution channel, 2015 - 2025 (USD Million)
31. Belgium electric rice cooker market estimates and forecast, 2015 - 2025 (USD Million)
32. Belgium electric rice cooker market revenue estimates and forecast by product, 2015 - 2025 (USD Million)
33. Belgium electric rice cooker market revenue estimates and forecast by application, 2015 - 2025 (USD Million)
34. Belgium electric rice cooker market revenue estimates and forecast by distribution channel, 2015 - 2025 (USD Million)
35. Asia Pacific electric rice cooker market estimates and forecast, 2015 - 2025 (USD Million)
36. Asia Pacific electric rice cooker market revenue estimates and forecast by product, 2015 - 2025 (USD Million)
37. Asia Pacific electric rice cooker market revenue estimates and forecast by application, 2015 - 2025 (USD Million)
38. Asia Pacific electric rice cooker market revenue estimates and forecast by distribution channel, 2015 - 2025 (USD Million)
39. China electric rice cooker market estimates and forecast, 2015 - 2025 (USD Million)
40. China electric rice cooker market revenue estimates and forecast by product, 2015 -

2025 (USD Million)

41. China electric rice cooker market revenue estimates and forecast by application, 2015 - 2025 (USD Million)
42. China electric rice cooker market revenue estimates and forecast by distribution channel, 2015 - 2025 (USD Million)
43. India electric rice cooker market estimates and forecast, 2015 - 2025 (USD Million)
44. India electric rice cooker market revenue estimates and forecast by product, 2015 - 2025 (USD Million)
45. India electric rice cooker market revenue estimates and forecast by application, 2015 - 2025 (USD Million)
46. India electric rice cooker market revenue estimates and forecast by distribution channel, 2015 - 2025 (USD Million)
47. Central & South America electric rice cooker market estimates and forecast, 2015 - 2025 (USD Million)
48. Central & South America electric rice cooker market revenue estimates and forecast by product, 2015 - 2025 (USD Million)
49. Central & South America electric rice cooker market revenue estimates and forecast by application, 2015 - 2025 (USD Million)
50. Central & South America electric rice cooker market revenue estimates and forecast by distribution channel, 2015 - 2025 (USD Million)
51. Brazil electric rice cooker market estimates and forecast, 2015 - 2025 (USD Million)
52. Brazil electric rice cooker market revenue estimates and forecast by product, 2015 - 2025 (USD Million)
53. Brazil electric rice cooker market revenue estimates and forecast by application, 2015 - 2025 (USD Million)
54. Brazil electric rice cooker market revenue estimates and forecast by distribution channel, 2015 - 2025 (USD Million)
55. MEA electric rice cooker market estimates and forecast, 2015- 2025 (USD Million)
56. MEA electric rice cooker market revenue estimates and forecast by product, 2015 - 2025 (USD Million)
57. MEA electric rice cooker market revenue estimates and forecast by application, 2015 - 2025 (USD Million)
58. MEA electric rice cooker market revenue estimates and forecast by distribution channel, 2015 - 2025 (USD Million)
59. Vendor landscape

## List Of Figures

### LIST OF FIGURES

1. Electric Rice Cooker market snapshot
2. Electric Rice Cooker market segmentation & scope
3. Electric Rice Cooker market penetration & growth prospect mapping
4. Electric Rice Cooker value chain analysis
5. Electric Rice Cooker market dynamics
6. Electric Rice Cooker market Porter's analysis
7. Electric Rice Cooker market: Product analysis
8. Electric Rice Cooker market: Application movement analysis
9. Electric Rice Cooker market: Distribution channel movement analysis
10. Electric Rice Cooker market: Regional movement analysis

## I would like to order

Product name: Electric Rice Cooker Market Size, Share & Trends Analysis Report By Product (Standard, Multifunctional, Induction), By Application (Household, Commercial), By Distribution Channel, By Region, And Segment Forecasts, 2019 - 2025

Product link: <https://marketpublishers.com/r/E94A56C02D09EN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/E94A56C02D09EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970