

Juicer Market Size, Share & Trends Analysis Report By Product (Centrifugal Juicer, Masticating Juicer), By Technology (Electric, Manual), By Distribution Channel (Super and Hypermarkets, Online), By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Juicer Market Size & Trends

The global juicer market size was estimated at USD 2.65 billion in 2023 and is expected to grow at a CAGR of 7.4% from 2024 to 2030. The market is experiencing significant growth, driven by several key factors that reflect changing consumer behaviors and preferences. One of the primary drivers is the increasing health consciousness among consumers, particularly millennials. This demographic is more inclined to incorporate fresh juices into their diets as part of a healthy lifestyle, influenced by rising awareness of the benefits of consuming fruits and vegetables. The trend towards wellness and fitness has led to a surge in demand for juicers as consumers seek convenient ways to prepare nutritious beverages at home.

Millennials significantly influence the demand for juice extractors, driven by their health-conscious lifestyle and preferences for customization. This generation, characterized by a strong focus on wellness, is increasingly opting for fresh juices as part of their daily diet. Reports indicate that millennials are the largest consumers of cold-pressed juices in the U.S., highlighting their preference for beverages that align with their health goals.

As a result, the demand for juice extractors has surged as millennials seek to replicate the quality and freshness of store-bought juices at home. The emphasis on organic and

clean-label products further shapes millennials' purchasing decisions. Studies show that a significant portion of this demographic is willing to pay a premium for juices that are organic or free from artificial ingredients. This trend has prompted retailers and manufacturers to highlight these attributes in their offerings, thereby increasing the attractiveness of juice extractors that can produce high-quality, organic juices at home.

Another significant factor contributing to the growth of the juicer industry is the rise of small and independent food enterprises. These businesses are increasingly adopting juicing as a part of their offerings, catering to health-conscious customers who prefer fresh, homemade products over processed alternatives. This influx of new entrants into the market boosts sales and fosters innovation in product designs and functionalities, further enhancing consumer interest in juicers.

Moreover, the industry is benefiting from advancements in technology and product innovation. Manufacturers are introducing juicers with improved features such as higher efficiency, ease of use, and enhanced nutritional retention. These innovations appeal to a broader audience, including those who may have previously been deterred by the complexity or inconvenience of using traditional juicers. As a result, modern juicers are becoming more accessible and appealing to a diverse range of consumers.

One of the most significant challenges is intense competition among manufacturers. With numerous brands vying for market share, companies are engaged in price wars and are under constant pressure to innovate. This fierce competition can lead to reduced profit margins, making it difficult for brands to maintain profitability while investing in research and development to differentiate their products from lower-priced alternatives. Quality control issues also pose a challenge for the juicer market.

As consumer expectations rise, manufacturers must ensure that their products are durable and reliable. Instances of product failures, such as motor burnouts or breakdowns, can severely damage a brand's reputation and lead to loss of customer trust. For example, Breville faced complaints regarding motor issues in some of its models, which necessitated improvements in their motor designs and quality control processes to retain consumer confidence.

Global Juicer Market Report Segmentation

This report forecasts revenue growth at the global, regional, and country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the

global juicer market report based on product, technology, distribution channel, and region:

Product Outlook (Revenue, USD Million, 2018 - 2030)

Centrifugal Juicer

Masticating Juicer

Triturating Juicer

Technology Outlook (Revenue, USD Million, 2018 - 2030)

Electric Juicer

Manual Juicer

Distribution Channel Outlook (Revenue, USD Million, 2018 - 2030)

Supermarkets & Hypermarkets

Specialty Stores

Online

Others

Regional Outlook (Revenue, USD Million, 2018 - 2030)

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Italy

Spain

Asia Pacific

China

Japan

India

Australia & New Zealand

South Korea

Central & South America

Brazil

Middle East & Africa

South Africa

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