

Small Kitchen Appliances Market Size, Share & Trends Analysis Report By Type (Waffle Irons, Blenders, Mixers & Food Processors, Juicers, Deep Fryers, Egg Cookers), By Distribution Channel (Offline, Online), By Region, And Segment Forecasts, 2022 - 2028

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Abstracts

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Small Kitchen Appliances Market Growth & Trends

The global small kitchen appliances market size is expected to reach USD 22.15 billion by 2028, registering a CAGR of 4.2% during the forecast period, according to a new report by Grand View Research, Inc. The market growth has been accelerated by the increasing demand for anti-overflow waffle makers from household consumers in the Asia Pacific region. The rising awareness among consumers regarding the consumption of healthy fruit juices across the globe is anticipated to boost the juicer segment demand. The increasing necessity of adding on smart features like patented wave action blenders with lower cost is an upcoming market opportunity. However, the growing preference for energy-efficient devices is hindering the market growth.

The COVID-19 outbreak had a significant influence on the global market for small kitchen appliances in 2020. Because of the virus's spread, most people have been forced to stay indoors and carry out their daily tasks from their houses. Individual outdoor activities and home cooking have become increasingly popular. However, due to the imposed travel restrictions, the supply chain was disrupted that negatively impacted the market during COVID-19.

The blenders, mixers, and food processors segment contributed to the highest share of

over 31% of the global market revenue in 2021. The rising adoption of advanced food processors with durable stainless-steel construction is escalating the demand for small appliances. Food processors are offering the most versatile solution for cutting and grinding vegetables & fruits. Blenders & mixers are majorly used for whipping & mixing various liquid products. The growing adoption of Morphy Richards Icon-based food processors in developing countries such as China and India will enhance the segmental growth during the assessment period.

The key players in the market are involved in developing eco-friendly food processors with advanced pulse functions to chop out larger pieces of food. Industry participants are procuring smooth stainless-steel blade rotors to improve the efficiency of the blenders. The manufacturers are approaching maximum torque capability for food processors with a double-safety locking system to eliminate the risk of splashing.

The offline segment contributed a share of around 75% in the global market revenue in 2021. The rising inclination of consumers towards supermarkets and local appliance stores are projected to refuel the market growth. The significant demand for small kitchen appliances in the emerging economies will expand the sales of appliances through the interconnecting network of hypermarkets.

The Asia Pacific made the largest contribution to the global small kitchen appliance market with over 36% share in 2021, aided by the increasing demand for smart food processors in China and India. The market is mainly driven by the significant demand for masticating juicers in China, India, Japan, and other countries. The growing trend in China to adopt easily assembled fruit juicers will help to increase the market growth. Moreover, the growing demand for waffle makers from Indian household consumers is anticipated to boost the market growth.

Small Kitchen Appliances Market Report Highlights

Europe is expected to register the fastest CAGR of 5.9% from 2022 to 2028, owing to the rising demand for swivel round waffle makers in economies such as the U.K. and Germany

The blenders, mixers, and food processors segment contributed to the highest share of over 31% in the global market revenue in 2021. The increasing demand for an advanced food processor with durable stainless steel is refueling the market growth

Asia Pacific made the largest contribution to the global small kitchen appliance market with over 36% revenue share in 2021, due to the growing demand for masticating juicers in China and India. Moreover, the rising adoption of waffle makers from the household consumers of Japan is projected to boost the market growth. The juicers segment is poised to register the highest growth during the forecast period. This can be credited to the increasing demand for compact storage of pulp containers. Operational efficiency with the lower cost of juicers will raise the sales of the segment during the forecast period

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