

Smart Kettle Market Size, Share & Trends Analysis Report By Technology (Bluetooth, Wi-Fi, Voice-enabled), By Power Rating (Upto 1200 W, 1200-1800 W, 1800-3000 W), By Region, And Segment Forecasts, 2020 - 2027

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Abstracts

The global smart kettle market size is expected to reach USD 968.5 million by 2025, expanding at a CAGR of 19.2% in the forecast period, according to a new report by Grand View Research, Inc. The market is driven by increasing penetration of IoT (Internet of Things) and voice-enabled devices. With the rapid technological upgradation, rise in the emergence of smart technologies, and launch of voice assistance devices like Amazon Echo and Google home appliances are considered to be the major factors fueling the market growth. In addition, these appliances are equipped with high intelligence sensors and can be operated remotely from android or iOS systems of smartphones or tablets. Growing trend of connected devices in small kitchen appliances is also expected to propel the market in the forecast period.

The Bluetooth technology segment accounted for more than 30.0% of the market share in 2019 and is expected to witness a significant growth over the forecast period. With new innovations in smart mers to look for high quality and multi-functioned smart kettles. It is typically available in power ratings ranging from 1200 W to 3000 W. High energy saving efficiency and remote controlling access via IoT environment are some of the prominent factors contributing to the growth of smart kettles.

Asia Pacific dominated the smart kettle market in 2019 and accounted for more than 36.0% of the total market share owing to rapid lifestyle changes, improving disposable income, and healthy economic growth. India and China are expected to be the fastest growing countries in the regional market. Increasing proliferation of smart technologies

such as IoT solutions, AI, and voice-enabled services is expected to further drive the market in the region. Europe and North America are also expected to witness significant growth over the forecast period owing to the presence of matured economies.

Further key findings from the report suggest:

In terms of revenue, voice-enabled based as a technology is projected to ascend at a CAGR of 19.9% over the forecast years

1200-1800 W range in power rating segment is expected to grow fastest with CAGR of 19.8% over the forecast period

Europe is one of the fastest growing regions and it is growing at a significant rate of 19.7% CAGR due to growing number of the smart homes and advanced lifestyle standards especially in U.K. and Germany

Some of the major companies in the smart kettle market are Breville Group Limited; Smarter Applications Ltd.; AEG, Fellow Industries, Inc.; Xiaomi; Brewista, Inc.; Sage Appliances; and AppKettle.

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