

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.

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. SMART KETTLES 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 Smart Kettles 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. SMART KETTLES MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

- 5.1. Technology Movement Analysis & Market Share, 2019 & 2027
- 5.2. Wi-Fi
 - 5.2.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 5.3. Bluetooth
 - 5.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 5.4. Voice-enabled
 - 5.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 5.5. Others
 - 5.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)

CHAPTER 6. SMART KETTLES MARKET: POWER RATING ESTIMATES & TREND ANALYSIS

- 6.1. Power Rating Movement Analysis & Market Share, 2019 & 2027
- 6.2. Up to 1200 W
 - 6.2.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 6.3. 1200-1800 W
 - 6.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 6.4. 1800-3000 W
 - 6.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

CHAPTER 7. SMART KETTLES MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

7.1. Regional Movement Analysis & Market Share, 2019 & 2027

7.2. North America

7.2.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.2.2. Market estimates and forecast, by Technology, 2016 - 2027 (USD Million)

7.2.3. Market estimates and forecast, by Power rating, 2016 - 2027 (USD Million)

7.2.4. U.S.

7.2.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.2.4.2. Market estimates and forecast, by Technology, 2016 - 2027 (USD Million)

7.2.4.3. Market estimates and forecast, by Power rating, 2016 - 2027 (USD Million)

7.3. Europe

7.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.3.2. Market estimates and forecast, by Technology, 2016 - 2027 (USD Million)

7.3.3. Market estimates and forecast, by Power rating, 2016 - 2027 (USD Million)

7.3.4. U.K.

7.3.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.3.4.2. Market estimates and forecast, by Technology, 2016 - 2027 (USD Million)

7.3.4.3. Market estimates and forecast, by Power rating, 2016 - 2027 (USD Million)

7.3.5. Germany

7.3.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.3.5.2. Market estimates and forecast, by Technology, 2016 - 2027 (USD Million)

7.3.5.3. Market estimates and forecast, by Power rating, 2016 - 2027 (USD Million)

7.4. Asia Pacific

7.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.4.2. Market estimates and forecast, by Technology, 2016 - 2027 (USD Million)

7.4.3. Market estimates and forecast, by Power rating, 2016 - 2027 (USD Million)

7.4.4. China

7.4.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.4.4.2. Market estimates and forecast, by Technology, 2016 - 2027 (USD Million)

7.4.4.3. Market estimates and forecast, by Power rating, 2016 - 2027 (USD Million)

7.4.5. India

7.4.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.4.5.2. Market estimates and forecast, by Technology, 2016 - 2027 (USD Million)

7.4.5.3. Market estimates and forecast, by Power rating, 2016 - 2027 (USD Million)

7.5. Central & South America

7.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.5.2. Market estimates and forecast, by Technology, 2016 - 2027 (USD Million)

7.5.3. Market estimates and forecast, by Power rating, 2016 - 2027 (USD Million)

7.5.4. Brazil

7.5.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.5.4.2. Market estimates and forecast, by Technology, 2016 - 2027 (USD Million)

7.5.4.3. Market estimates and forecast, by Power rating, 2016 - 2027 (USD Million)

7.6. Middle East & Africa (MEA)

7.6.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.6.2. Market estimates and forecast, by Technology, 2016 - 2027 (USD Million)

7.6.3. Market estimates and forecast, by Power rating, 2016 - 2027 (USD Million)

7.6.4. South Africa

7.6.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.6.4.2. Market estimates and forecast, by Technology, 2016 - 2027 (USD Million)

7.6.4.3. Market estimates and forecast, by Power rating, 2016 - 2027 (USD Million)

CHAPTER 8. COMPETITIVE ANALYSIS

8.1. Key global players, recent developments & their impact on the industry

8.2. Key Company/Competition Categorization (Key innovators, Market leaders, Emerging players)

8.3. Vendor Landscape

8.3.1. Key company market share analysis, 2019

CHAPTER 9. COMPANY PROFILES

9.1. Breville Group Limited

9.1.1. Company Overview

9.1.2. Financial Performance

9.1.3. Technology Benchmarking

9.1.4. Strategic Initiatives

9.2. Smarter Applications Ltd

9.2.1. Company Overview

9.2.2. Financial Performance

9.2.3. Technology Benchmarking

9.2.4. Strategic Initiatives

9.3. AEG

9.3.1. Company Overview

9.3.2. Financial Performance

9.3.3. Technology Benchmarking

9.3.4. Strategic Initiatives

9.4. Fellow Industries, Inc.

9.4.1. Company Overview

9.4.2. Financial Performance

- 9.4.3. Technology Benchmarking
- 9.4.4. Strategic Initiatives
- 9.5. Xiaomi
 - 9.5.1. Company Overview
 - 9.5.2. Financial Performance
 - 9.5.3. Technology Benchmarking
 - 9.5.4. Strategic Initiatives
- 9.6. Brewista, Inc.
 - 9.6.1. Company Overview
 - 9.6.2. Financial Performance
 - 9.6.3. Technology Benchmarking
 - 9.6.4. Strategic Initiatives
- 9.7. Sage Appliances
 - 9.7.1. Company Overview
 - 9.7.2. Financial Performance
 - 9.7.3. Technology Benchmarking
 - 9.7.4. Strategic Initiatives
- 9.8. AppKettle
 - 9.8.1. Company Overview
 - 9.8.2. Financial Performance
 - 9.8.3. Technology Benchmarking
 - 9.8.4. Strategic Initiatives
- 9.9. Primens
 - 9.9.1. Company Overview
 - 9.9.2. Financial Performance
 - 9.9.3. Technology Benchmarking
 - 9.9.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

TABLE 1 Smart Kettles - Market driver analysis

TABLE 2 Smart Kettles market restraint analysis

TABLE 3 Global Wi-Fi estimates and forecasts in Technology, 2016 - 2027 (USD Million)

TABLE 4 Global Bluetooth estimates and forecasts in Technology, 2016 - 2027 (USD Million)

TABLE 5 Global Voice-enabled estimates and forecasts in Technology, 2016 - 2027 (USD Million)

TABLE 6 Global Others estimates and forecasts in Technology, 2016 - 2027 (USD Million)

TABLE 7 Global Up to 1200 W estimates and forecasts in Power ratings, 2016 - 2027 (USD Million)

TABLE 8 Global 1200-1800 W estimates and forecasts in Power ratings, 2016 - 2027 (USD Million)

TABLE 9 Global 1800-3000 W estimates and forecasts in Power ratings, 2016 - 2027 (USD Million)

TABLE 10 Smart Kettles estimates and forecasts in region, 2016 - 2027 (USD Million)

TABLE 11 North America Smart Kettles estimates and forecasts, 2016 - 2027 (USD Million)

TABLE 12 North America Smart Kettles revenue, by Technology, 2016 - 2027 (USD Million)

TABLE 13 North America Smart Kettles revenue, by Power rating, 2016 - 2027 (USD Million)

TABLE 14 U.S. Smart Kettles estimates and forecasts, 2016 - 2027 (USD Million)

TABLE 15 U.S. Smart Kettles revenue, by Technology, 2016 - 2027 (USD Million)

TABLE 16 U.S. Smart Kettles revenue, by Power rating, 2016 - 2027 (USD Million)

TABLE 17 Europe Smart Kettles estimates and forecasts, 2016 - 2027 (USD Million)

TABLE 18 Europe Smart Kettles revenue, by Technology, 2016 - 2027 (USD Million)

TABLE 19 Europe Smart Kettles revenue, by Power ratings, 2016 - 2027 (USD Million)

TABLE 20 U.K. Smart Kettles estimates and forecasts, 2016 - 2027 (USD Million)

TABLE 21 U.K. Smart Kettles revenue, by Technology, 2016 - 2027 (USD Million)

TABLE 22 U.K. Smart Kettles revenue, by Power rating, 2016 - 2027 (USD Million)

TABLE 23 Germany Smart Kettles estimates and forecasts, 2016 - 2027 (USD Million)

TABLE 24 Germany Smart Kettles revenue, by Technology, 2016 - 2027 (USD Million)

TABLE 25 Germany Smart Kettles revenue, by Power rating, 2016 - 2027 (USD Million)

TABLE 26 Asia Pacific Smart Kettles estimates and forecasts, 2016 - 2027 (USD Million)

TABLE 27 Asia Pacific Smart Kettles volume, by Technology, 2016 - 2027 (USD Million)

TABLE 28 Asia Pacific Smart Kettles revenue, by Power rating, 2016 - 2027 (USD Million)

TABLE 29 China Smart Kettles estimates and forecasts, 2016 - 2027 (USD Million)

TABLE 30 China Smart Kettles revenue, by Technology, 2016 - 2027 (USD Million)

TABLE 31 China Smart Kettles revenue, by Power rating, 2016 - 2027 (USD Million)

TABLE 32 India Smart Kettles estimates and forecasts, 2016 - 2027 (USD Million)

TABLE 33 India Smart Kettles revenue, by Technology, 2016 - 2027 (USD Million)

TABLE 34 India Smart Kettles revenue, by Power rating, 2016 - 2027 (USD Million)

TABLE 35 Central & South America Smart Kettles estimates and forecasts, 2016 - 2027 (USD Million)

TABLE 36 Central & South America Smart Kettles revenue, by Technology, 2016 - 2027 (USD Million)

TABLE 37 Central & South America Smart Kettles revenue, by Power rating, 2016 - 2027 (USD Million)

TABLE 38 Brazil Smart Kettles estimates and forecasts, 2016 - 2027 (USD Million)

TABLE 39 Brazil Smart Kettles revenue, by Technology, 2016 - 2027 (USD Million)

TABLE 40 Brazil Smart Kettles revenue, by Power rating, 2016 - 2027 (USD Million)

TABLE 41 Middle East & Africa Smart Kettles estimates and forecasts, 2016 - 2027 (USD Million)

TABLE 42 Middle East & Africa Smart Kettles revenue, by Technology, 2016 - 2027 (USD Million)

TABLE 43 Middle East & Africa Smart Kettles revenue, by Power rating, 2016 - 2027 (USD Million)

TABLE 44 South Africa Smart Kettles estimates and forecasts, 2016 - 2027 (USD Million)

TABLE 45 South Africa Smart Kettles revenue, by Technology, 2016 - 2027 (USD Million)

TABLE 46 South Africa Smart Kettles revenue, by Power rating, 2016 - 2027 (USD Million)

List Of Figures

LIST OF FIGURES

- FIG. 1 Smart Kettles Market segmentation & scope
- FIG. 2 Smart Kettles market key opportunities prioritized
- FIG. 3 Value chain analysis Smart Kettles
- FIG. 4 Smart Kettles market dynamics
- FIG. 5 Smart Kettles market Porter's analysis
- FIG. 6 Smart Kettles: Technology movement analysis
- FIG. 7 Smart Kettles: Power rating movement analysis
- FIG. 8 Regional market place: Key takeaways
- FIG. 9 Smart Kettles: Regional movement analysis
- FIG. 10 Strategy framework

I would like to order

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