

Toaster Market Size, Share & Trends Analysis Report By Product (Pop-up, Oven, Conveyor), By Application (Residential, Commercial), By Region (North America, Europe, APAC, Latin America, MEA), And Segment Forecasts, 2025 - 2030

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Abstracts

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Toaster Market Growth & Trends

The global toaster market size is expected to reach USD 6.50 billion by 2030, according to a new report by Grand View Research, Inc., registering a 6.3% CAGR from 2025 to 2030. The market is mainly driven by increasing demand from quick service restaurants. This is one of the best labor-saving appliances used across homes, hotels, cafes, and restaurants. Technological advancements in the appliance over years has significantly benefited market growth. Manufacturers are constantly looking to innovate new and versatile appliances that can fit into different spaces, have various capabilities and sizes, and offer varied heating specifications that can range from simplistic to extreme, depending on how one prefers their bread.

Significant improvement in purchasing power of consumers for advanced kitchen appliances in developing countries such as China and India has also had a positive impact on product demand over the forecast period. In light of this, the market in Asia Pacific accounted for over 40.0% of the revenue in 2018. Increasing consumption of various types of breads for breakfast among many South Asian countries is driving the market. For instance, a study by Japanese consulting and economic research firm Nomura Research Institute, Ltd. finds that close to 51.0% of people in Japan prefer bread as part of their breakfast meal, overtaking the traditionally preferred item – rice.

On the basis of product, the toaster market is segmented into pop-up, oven, and conveyor toasters. Pop-up toasters held the largest market share in 2018 and are the most preferred type among consumers. These appliances consume lesser energy as compared to toasting bread in the oven or stove, which are less efficient. Conveyor toasters form the fastest growing segment owing to rising demand in commercial applications such as restaurants and hotels as they can toast larger quantities compared to household variants such as pop-up toasters.

By way of application, the residential sector accounted for the dominant share in 2018. With bread being a vital breakfast item for consumers across the globe, the convenience provided by toasters for a quick, easy, and delicious breakfast will continue to be a key factor keeping product demand high in the residential segment. Nevertheless, the commercial sector will register the fastest growth over the forecast period.

An increasing number of manufacturers and distributors have been entering the industry, ensuring stiff competition. The market is primarily dominated by regional and local players and more than 60.0% of the market is reportedly unorganized. New product launches, strong marketing campaigns, and strategic partnerships and collaborations are, therefore, crucial to holding a prominent position in the market. For instance, the steam toaster by Balmuda, a Japanese design and manufacturing company, uses steam technology and temperature control to keep the bread from drying out. A small amount of water is poured into the toaster, which ensures retention of moisture and aroma of the bread.

Toaster Market Report Highlights

Pop-up toasters dominated the market, with the largest revenue share of 53.7% in 2024. Pop-up toasters are highly popular due to their convenience and ease of use, making them a staple in many households.

The residential segment dominated the market with the largest revenue share in 2024. The rising trend of home cooking and the growing interest in convenient and efficient kitchen appliances among consumers are major contributors.

Asia Pacific toaster industry dominated the global market with the largest revenue share of 38.0% in 2024.

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