

# Electric Rice Cooker Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

### Market Overview:

The global electric rice cooker market size reached US\$ 3.9 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 5.7 Billion by 2028, exhibiting a growth rate (CAGR) of 5.97% during 2023-2028.

Electric rice cookers are electrical cooking appliances with a heating element that helps prepare rice. They are made from aluminum or steel, which helps regulate the temperature required for cooking. They offer several advantages, such as cooking the rice automatically as well as keeping it warm. As a result, they find extensive applications in residential and commercial sectors across the globe.

### Electric Rice Cooker Market Trends:

There is presently a considerable rise in the use of convenience products among individuals due to their busy lifestyles. This, along with the growing dependency on electrical appliances that are easy to handle and need less time for cooking, represents one of the key factors driving the market. In addition, there is a shift from the utilization of gas-based kitchen appliances to electrical kitchen appliances among the masses due to the inflating prices of cooking gas around the world. This, coupled with the several benefits offered by electric rice cookers, such as uniform cooking and non-sticky rice, is propelling the growth of the market. In addition, electric rice cookers allow consumers to cook grains and lentils other than rice, which is positively influencing the market. Besides this, key market players are extensively investing in research and development (R&D) activities to introduce a Wi-Fi-based induction rice cooker. In line with this, electric rice cookers are highly energy-efficient compared to traditional cookers, which is

offering lucrative growth opportunities to industry investors. Furthermore, the rising integration of the internet of things (IoT) in the electric rice cookers to facilitate minimal intervention by remote control is projected to bolster the growth of the market in the upcoming years.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global electric rice cooker market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product, capacity, distribution channel and end user.

#### Breakup by Product:

- Standard
- Multifunctional
- Induction
- Others

#### Breakup by Capacity:

- Small Volume
- Medium Volume
- Large Volume
- Extra Large Volume

#### Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Specialty Stores
- Online Stores
- Others

#### Breakup by End User:

- Household
- Commercial

#### Breakup by Region:

North America  
United States  
Canada  
Asia-Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

#### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being AB Electrolux, Bajaj Electricals Ltd., Breville Group Limited, Groupe SEB, Koninklijke Philips N.V., Newell Brands, Panasonic Corporation, Tiger Corporation, Toshiba Corporation, TTK Prestige Ltd., Wonderchef Home Appliances Pvt. Ltd and Zojirushi Corporation.

#### Key Questions Answered in This Report

1. What was the size of the global electric rice cooker market in 2022?
2. What is the expected growth rate of the global electric rice cooker market during 2023-2028?
3. What are the key factors driving the global electric rice cooker market?
4. What has been the impact of COVID-19 on the global electric rice cooker market?

5. What is the breakup of the global electric rice cooker market based on the product?
6. What is the breakup of the global electric rice cooker market based on the capacity?
7. What is the breakup of the global electric rice cooker market based on the distribution channel?
8. What is the breakup of the global electric rice cooker market based on the end user?
9. What are the key regions in the global electric rice cooker market?
10. Who are the key players/companies in the global electric rice cooker market?

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