

Electric Rice Cooker Market Report by Product (Standard, Multifunctional, Induction, and Others), Capacity (Small Volume, Medium Volume, Large Volume, Extra Large Volume), Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Stores, and Others), End User (Household, Commercial), and Region 2025-2033

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Abstracts

The global electric rice cooker market size reached USD 4.4 Billion in 2024. Looking forward, IMARC Group expects the market to reach USD 6.8 Billion by 2033, exhibiting a growth rate (CAGR) of 5.1% during 2025-2033. The rising preference for healthy home-cooked meals, convenience offered by electric cookers in simplifying the cooking process, versatility of the product, and increasing popularity of Asian cuisines that includes rice dishes are some of the major factors propelling the market.

An electric rice cooker is a kitchen appliance designed to simplify the process of cooking rice. It consists of a metal or non-stick inner pot, an outer shell, and a heating element. The user adds the desired amount of rice and water to the inner pot, and the cooker automatically regulates the cooking process. The heating element heats the pot, bringing the water to a boil and then reducing the heat to a simmer to cook the rice evenly. Once the rice is cooked, the cooker switches to a keep warm mode, maintaining the rice at an optimal temperature until it is ready to be served. Electric rice cookers eliminate the need for constant monitoring and provide consistent and fluffy rice with minimal effort.

One of the primary factors driving the market is the rising preference for healthy-home cooked meals. Electric rice cookers provide a hassle-free way to cook rice, encouraging

individuals to include this as a staple food in their homemade meals. Moreover, rice cookers often feature settings for different types of rice, allowing users to customize their cooking experience. Additionally, electric rice cookers offer convenience by simplifying the rice cooking process. They eliminate the need for constant monitoring and stirring, allowing users to set the timer. This time-saving aspect resonates with busy individuals and households, making electric rice cookers an attractive kitchen appliance. Other than this, the increasing popularity of Asian cuisines, which prominently includes rice dishes, has gained widespread popularity globally. As people explore diverse culinary experiences, the demand for electric rice cookers has surged.

Electric Rice Cooker Market Trends/Drivers:

Rising Preference for Healthy Home-Cooked Meals

The rising preference for healthy home-cooked meals propels the electric rice cooker market by encouraging individuals to incorporate rice dishes into their diet. These cookers offer a convenient and hassle-free way to prepare rice, making it easier for health-conscious individuals to cook nutritious meals at home. With features, such as programmable settings and the ability to cook different types of rice, electric rice cookers cater to the specific needs of health-conscious individuals who seek control over their ingredients and cooking methods.

Convenience and Time Saving

Electric rice cookers offer a hassle-free and efficient way that simplify the cooking process and save time of individuals. With programmable settings and automated functions, users can set the desired cooking time and allows users to engage in other tasks while the rice cooks perfectly. The time-saving aspect is particularly appealing to busy individuals, working professionals, and families seeking quick and effortless meal preparation.

Increasing Popularity of Asian Cuisines

Electric rice cookers are designed to cook different types of rice commonly used in Asian cuisine, ensuring optimal texture and flavor. As more people explore and embrace diverse culinary experiences, the desire to replicate authentic Asian dishes at home is growing. The electric rice cooker becomes an essential tool to achieve consistent and delicious results, driving its adoption among individuals who want to enjoy Asian-inspired meals in their own kitchens, thereby contributing to the growth of

the market.

Electric Rice Cooker Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global electric rice cooker market report, along with forecasts at the global, regional, and country levels from 2025-2033. Our report has categorized the market based on product, capacity, distribution channel, and end user.

Breakup by Product:

Standard

Multifunctional

Induction

Others

Standard electric rice cookers represent the most popular product

The report has provided a detailed breakup and analysis of the electric rice cooker market based on the product. This includes standard, multifunctional, induction, and others. According to the report, standard electric rice cookers represented the largest segment.

Standard electric rice cookers provide a simple and affordable solution for cooking rice. These basic models provide essential features such as automatic cooking and keep-warm functions, making them accessible to a wide range of consumers. They appeal to individuals seeking a no-frills option for cooking rice without any additional complexities. The affordability and ease-of-use of standard electric rice cookers make them a popular choice for those looking for a straightforward and reliable cooking appliance.

Breakup by Capacity:

Small Volume

Medium Volume

Large Volume

Extra Large Volume

Small volume cookers dominate the market

A detailed breakup and analysis of the electric rice cooker market based on capacity has also been provided in the report. This includes small volume, medium volume, large volume, extra-large volume. According to the report, small volume rice cookers accounted for the largest market share.

Small volume electric rice cookers drive the market by catering to individuals or small households with lower rice consumption. These compact and portable models typically have a capacity of 1 to 3 cups of uncooked rice. They offer convenience for those who need to cook smaller portions, ensuring efficient rice preparation without wastage. Small volume electric rice cookers are popular among students, singles, or small families who value space-saving appliances and the ability to cook just the right amount of rice for their needs.

Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Specialty Stores

Online Stores

Others

The majority of the electric rice cookers are distributed through supermarkets and hypermarkets

A detailed breakup and analysis of the electric rice cooker market based on the distribution channel has also been provided in the report. This includes supermarkets and hypermarkets, specialty stores, online stores, and others. According to the report, supermarkets and hypermarkets represented the largest segment.

Supermarkets and hypermarkets are large-scale retail stores that offer a wide range of products, including various models and brands of electric rice cookers. The convenience of one-stop shopping and the ability to compare different options side by side attract consumers seeking an electric rice cooker. Supermarkets and hypermarkets often provide competitive pricing, promotional offers, and discounts, making them an accessible and cost-effective avenue for consumers to purchase electric rice cookers, thus driving the market through increased visibility and availability.

Breakup by End User:

Household

Commercial

Household is the largest end user segment

A detailed breakup and analysis of the electric rice cooker market based on the end user has also been provided in the report. This includes household and commercial. According to the report, household accounted for the majority of the market share.

Electric rice cookers are mostly used in households, providing a convenient and efficient way to cook rice. With various sizes, capacities, and features available, electric rice cookers cater to the needs of individual households, small families, and large families alike. The desire for quick, hassle-free rice preparation, along with the growing popularity of diverse rice dishes in home cooking, contributes to the sustained demand for electric rice cookers among households, driving the market forward.

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

Asia Pacific exhibits a clear dominance in the market, accounting for the largest electric rice cooker market share

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Asia Pacific was the largest market for electric rice cookers.

Asia Pacific is a significant driver of the electric rice cooker market due to its rich culinary heritage and large population. The region's preference for rice-based dishes and the rising disposable incomes contribute to the growing demand for electric rice cookers. The convenience, time-saving features, and versatility of electric rice cookers align with the busy lifestyles of individuals in Asia Pacific. The expanding middle-class population and urbanization drive the market's growth as numerous households adopt electric rice cookers for their everyday cooking needs. Moreover, the strong cultural connection to rice consumption ensures the sustained demand for electric rice cookers in the region.

Competitive Landscape:

The key players invest in research and development (R&D) to innovate and introduce advanced features in their electric rice cooker models. This includes technologies like smart controls, programmable settings, and enhanced safety mechanisms. Additionally, key players focus on product differentiation by providing a diverse range of electric rice cooker models with varying capacities, sizes, and design aesthetics to cater to different consumer preferences. Marketing and promotional activities play a crucial role in driving the electric rice cooker market. Key players invest in advertising campaigns, digital marketing strategies, and partnerships with influencers to create brand awareness and reach a wider audience. They also engage in promotional offers, discounts, and attractive pricing strategies to attract customers and gain a competitive edge. Key players also prioritize distribution and retail partnerships to ensure wider availability of their products. They collaborate with supermarkets, specialty stores, and online platforms to reach consumers in various geographical locations. Strategic partnerships with retailers and e-commerce platforms help in expanding market reach and ensuring product visibility.

The report has provided a comprehensive analysis of the competitive landscape in the global electric rice cooker market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

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.

Zojirushi Corporation

Recent Developments:

Koninklijke Philips N.V. launched a 5-layer Bakuhansaki coating rice cooker, which is six times harder than normal coatings. It ensures that the product lasts longer, and the 3D heating system delivers 360 degrees heat circulation.

TTK Prestige Ltd. launched India's first IoT-enabled rice cooker that can be controlled remotely by consumers through the prestige smart app in their mobile phones.

Zojirushi Corporation launched Zojirushi NS-TSC10 micom rice cooker and warmer with easy-to-clean clear coated stainless-steel exterior and micro computerized fuzzy logic technology.

Key Questions Answered in This Report

- 1.What was the size of the global electric rice cooker market in 2024?
- 2.What is the expected growth rate of the global electric rice cooker market during 2025-2033?
- 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?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL ELECTRIC RICE COOKER MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY PRODUCT

- 6.1 Standard
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Multifunctional
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Induction

- 6.3.1 Market Trends
- 6.3.2 Market Forecast
- 6.4 Others
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast

7 MARKET BREAKUP BY CAPACITY

- 7.1 Small Volume
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Medium Volume
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 7.3 Large Volume
 - 7.3.1 Market Trends
 - 7.3.2 Market Forecast
- 7.4 Extra Large Volume
 - 7.4.1 Market Trends
 - 7.4.2 Market Forecast

8 MARKET BREAKUP BY DISTRIBUTION CHANNEL

- 8.1 Supermarkets and Hypermarkets
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Specialty Stores
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast
- 8.3 Online Stores
 - 8.3.1 Market Trends
 - 8.3.2 Market Forecast
- 8.4 Others
 - 8.4.1 Market Trends
 - 8.4.2 Market Forecast

9 MARKET BREAKUP BY END USER

- 9.1 Household

- 9.1.1 Market Trends
- 9.1.2 Market Forecast
- 9.2 Commercial
 - 9.2.1 Market Trends
 - 9.2.2 Market Forecast

10 MARKET BREAKUP BY REGION

- 10.1 North America
 - 10.1.1 United States
 - 10.1.1.1 Market Trends
 - 10.1.1.2 Market Forecast
 - 10.1.2 Canada
 - 10.1.2.1 Market Trends
 - 10.1.2.2 Market Forecast
- 10.2 Asia-Pacific
 - 10.2.1 China
 - 10.2.1.1 Market Trends
 - 10.2.1.2 Market Forecast
 - 10.2.2 Japan
 - 10.2.2.1 Market Trends
 - 10.2.2.2 Market Forecast
 - 10.2.3 India
 - 10.2.3.1 Market Trends
 - 10.2.3.2 Market Forecast
 - 10.2.4 South Korea
 - 10.2.4.1 Market Trends
 - 10.2.4.2 Market Forecast
 - 10.2.5 Australia
 - 10.2.5.1 Market Trends
 - 10.2.5.2 Market Forecast
 - 10.2.6 Indonesia
 - 10.2.6.1 Market Trends
 - 10.2.6.2 Market Forecast
 - 10.2.7 Others
 - 10.2.7.1 Market Trends
 - 10.2.7.2 Market Forecast
- 10.3 Europe
 - 10.3.1 Germany

- 10.3.1.1 Market Trends
- 10.3.1.2 Market Forecast
- 10.3.2 France
 - 10.3.2.1 Market Trends
 - 10.3.2.2 Market Forecast
- 10.3.3 United Kingdom
 - 10.3.3.1 Market Trends
 - 10.3.3.2 Market Forecast
- 10.3.4 Italy
 - 10.3.4.1 Market Trends
 - 10.3.4.2 Market Forecast
- 10.3.5 Spain
 - 10.3.5.1 Market Trends
 - 10.3.5.2 Market Forecast
- 10.3.6 Russia
 - 10.3.6.1 Market Trends
 - 10.3.6.2 Market Forecast
- 10.3.7 Others
 - 10.3.7.1 Market Trends
 - 10.3.7.2 Market Forecast
- 10.4 Latin America
 - 10.4.1 Brazil
 - 10.4.1.1 Market Trends
 - 10.4.1.2 Market Forecast
 - 10.4.2 Mexico
 - 10.4.2.1 Market Trends
 - 10.4.2.2 Market Forecast
 - 10.4.3 Others
 - 10.4.3.1 Market Trends
 - 10.4.3.2 Market Forecast
- 10.5 Middle East and Africa
 - 10.5.1 Market Trends
 - 10.5.2 Market Breakup by Country
 - 10.5.3 Market Forecast

11 SWOT ANALYSIS

- 11.1 Overview
- 11.2 Strengths

11.3 Weaknesses

11.4 Opportunities

11.5 Threats

12 VALUE CHAIN ANALYSIS

13 PORTERS FIVE FORCES ANALYSIS

13.1 Overview

13.2 Bargaining Power of Buyers

13.3 Bargaining Power of Suppliers

13.4 Degree of Competition

13.5 Threat of New Entrants

13.6 Threat of Substitutes

14 PRICE ANALYSIS

15 COMPETITIVE LANDSCAPE

15.1 Market Structure

15.2 Key Players

15.3 Profiles of Key Players

15.3.1 AB Electrolux

15.3.1.1 Company Overview

15.3.1.2 Product Portfolio

15.3.1.3 Financials

15.3.1.4 SWOT Analysis

15.3.2 Bajaj Electricals Ltd.

15.3.2.1 Company Overview

15.3.2.2 Product Portfolio

15.3.2.3 Financials

15.3.2.4 SWOT Analysis

15.3.3 Breville Group Limited

15.3.3.1 Company Overview

15.3.3.2 Product Portfolio

15.3.3.3 Financials

15.3.3.4 SWOT Analysis

15.3.4 Groupe SEB

15.3.4.1 Company Overview

- 15.3.4.2 Product Portfolio
- 15.3.4.3 Financials
- 15.3.4.4 SWOT Analysis
- 15.3.5 Koninklijke Philips N.V.
 - 15.3.5.1 Company Overview
 - 15.3.5.2 Product Portfolio
 - 15.3.5.3 Financials
 - 15.3.5.4 SWOT Analysis
- 15.3.6 Newell Brands
 - 15.3.6.1 Company Overview
 - 15.3.6.2 Product Portfolio
 - 15.3.6.3 Financials
- 15.3.7 Panasonic Corporation
 - 15.3.7.1 Company Overview
 - 15.3.7.2 Product Portfolio
 - 15.3.7.3 Financials
 - 15.3.7.4 SWOT Analysis
- 15.3.8 Tiger Corporation
 - 15.3.8.1 Company Overview
 - 15.3.8.2 Product Portfolio
- 15.3.9 Toshiba Corporation
 - 15.3.9.1 Company Overview
 - 15.3.9.2 Product Portfolio
 - 15.3.9.3 Financials
 - 15.3.9.4 SWOT Analysis
- 15.3.10 TTK Prestige Ltd.
 - 15.3.10.1 Company Overview
 - 15.3.10.2 Product Portfolio
 - 15.3.10.3 Financials
- 15.3.11 Wonderchef Home Appliances Pvt. Ltd
 - 15.3.11.1 Company Overview
 - 15.3.11.2 Product Portfolio
- 15.3.12 Zojirushi Corporation
 - 15.3.12.1 Company Overview
 - 15.3.12.2 Product Portfolio
 - 15.3.12.3 Financials

List Of Tables

LIST OF TABLES

Table 1: Global: Electric Rice Cooker Market: Key Industry Highlights, 2024 and 2033

Table 2: Global: Electric Rice Cooker Market Forecast: Breakup by Product (in Million USD), 2025-2033

Table 3: Global: Electric Rice Cooker Market Forecast: Breakup by Capacity (in Million USD), 2025-2033

Table 4: Global: Electric Rice Cooker Market Forecast: Breakup by Distribution Channel (in Million USD), 2025-2033

Table 5: Global: Electric Rice Cooker Market Forecast: Breakup by End User (in Million USD), 2025-2033

Table 6: Global: Electric Rice Cooker Market Forecast: Breakup by Region (in Million USD), 2025-2033

Table 7: Global: Electric Rice Cooker Market: Competitive Structure

Table 8: Global: Electric Rice Cooker Market: Key Players

List Of Figures

LIST OF FIGURES

- Figure 1: Global: Electric Rice Cooker Market: Major Drivers and Challenges
- Figure 2: Global: Electric Rice Cooker Market: Sales Value (in Billion USD), 2019-2024
- Figure 3: Global: Electric Rice Cooker Market Forecast: Sales Value (in Billion USD), 2025-2033
- Figure 4: Global: Electric Rice Cooker Market: Breakup by Product (in %), 2024
- Figure 5: Global: Electric Rice Cooker Market: Breakup by Capacity (in %), 2024
- Figure 6: Global: Electric Rice Cooker Market: Breakup by Distribution Channel (in %), 2024
- Figure 7: Global: Electric Rice Cooker Market: Breakup by End User (in %), 2024
- Figure 8: Global: Electric Rice Cooker Market: Breakup by Region (in %), 2024
- Figure 9: Global: Electric Rice Cooker (Standard) Market: Sales Value (in Million USD), 2019 & 2024
- Figure 10: Global: Electric Rice Cooker (Standard) Market Forecast: Sales Value (in Million USD), 2025-2033
- Figure 11: Global: Electric Rice Cooker (Multifunctional) Market: Sales Value (in Million USD), 2019 & 2024
- Figure 12: Global: Electric Rice Cooker (Multifunctional) Market Forecast: Sales Value (in Million USD), 2025-2033
- Figure 13: Global: Electric Rice Cooker (Induction) Market: Sales Value (in Million USD), 2019 & 2024
- Figure 14: Global: Electric Rice Cooker (Induction) Market Forecast: Sales Value (in Million USD), 2025-2033
- Figure 15: Global: Electric Rice Cooker (Other Products) Market: Sales Value (in Million USD), 2019 & 2024
- Figure 16: Global: Electric Rice Cooker (Other Products) Market Forecast: Sales Value (in Million USD), 2025-2033
- Figure 17: Global: Electric Rice Cooker (Small Volume) Market: Sales Value (in Million USD), 2019 & 2024
- Figure 18: Global: Electric Rice Cooker (Small Volume) Market Forecast: Sales Value (in Million USD), 2025-2033
- Figure 19: Global: Electric Rice Cooker (Medium Volume) Market: Sales Value (in Million USD), 2019 & 2024
- Figure 20: Global: Electric Rice Cooker (Medium Volume) Market Forecast: Sales Value (in Million USD), 2025-2033
- Figure 21: Global: Electric Rice Cooker (Large Volume) Market: Sales Value (in Million USD), 2019 & 2024

USD), 2019 & 2024

Figure 22: Global: Electric Rice Cooker (Large Volume) Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 23: Global: Electric Rice Cooker (Extra Large Volume) Market: Sales Value (in Million USD), 2019 & 2024

Figure 24: Global: Electric Rice Cooker (Extra Large Volume) Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 25: Global: Electric Rice Cooker (Supermarkets and Hypermarkets) Market: Sales Value (in Million USD), 2019 & 2024

Figure 26: Global: Electric Rice Cooker (Supermarkets and Hypermarkets) Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 27: Global: Electric Rice Cooker (Specialty Stores) Market: Sales Value (in Million USD), 2019 & 2024

Figure 28: Global: Electric Rice Cooker (Specialty Stores) Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 29: Global: Electric Rice Cooker (Online Stores) Market: Sales Value (in Million USD), 2019 & 2024

Figure 30: Global: Electric Rice Cooker (Online Stores) Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 31: Global: Electric Rice Cooker (Other Distribution Channels) Market: Sales Value (in Million USD), 2019 & 2024

Figure 32: Global: Electric Rice Cooker (Other Distribution Channels) Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 33: Global: Electric Rice Cooker (Household) Market: Sales Value (in Million USD), 2019 & 2024

Figure 34: Global: Electric Rice Cooker (Household) Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 35: Global: Electric Rice Cooker (Commercial) Market: Sales Value (in Million USD), 2019 & 2024

Figure 36: Global: Electric Rice Cooker (Commercial) Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 37: North America: Electric Rice Cooker Market: Sales Value (in Million USD), 2019 & 2024

Figure 38: North America: Electric Rice Cooker Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 39: United States: Electric Rice Cooker Market: Sales Value (in Million USD), 2019 & 2024

Figure 40: United States: Electric Rice Cooker Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 41: Canada: Electric Rice Cooker Market: Sales Value (in Million USD), 2019 & 2024

Figure 42: Canada: Electric Rice Cooker Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 43: Asia-Pacific: Electric Rice Cooker Market: Sales Value (in Million USD), 2019 & 2024

Figure 44: Asia-Pacific: Electric Rice Cooker Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 45: China: Electric Rice Cooker Market: Sales Value (in Million USD), 2019 & 2024

Figure 46: China: Electric Rice Cooker Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 47: Japan: Electric Rice Cooker Market: Sales Value (in Million USD), 2019 & 2024

Figure 48: Japan: Electric Rice Cooker Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 49: India: Electric Rice Cooker Market: Sales Value (in Million USD), 2019 & 2024

Figure 50: India: Electric Rice Cooker Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 51: South Korea: Electric Rice Cooker Market: Sales Value (in Million USD), 2019 & 2024

Figure 52: South Korea: Electric Rice Cooker Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 53: Australia: Electric Rice Cooker Market: Sales Value (in Million USD), 2019 & 2024

Figure 54: Australia: Electric Rice Cooker Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 55: Indonesia: Electric Rice Cooker Market: Sales Value (in Million USD), 2019 & 2024

Figure 56: Indonesia: Electric Rice Cooker Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 57: Others: Electric Rice Cooker Market: Sales Value (in Million USD), 2019 & 2024

Figure 58: Others: Electric Rice Cooker Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 59: Europe: Electric Rice Cooker Market: Sales Value (in Million USD), 2019 & 2024

Figure 60: Europe: Electric Rice Cooker Market Forecast: Sales Value (in Million USD),

2025-2033

Figure 61: Germany: Electric Rice Cooker Market: Sales Value (in Million USD), 2019 & 2024

Figure 62: Germany: Electric Rice Cooker Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 63: France: Electric Rice Cooker Market: Sales Value (in Million USD), 2019 & 2024

Figure 64: France: Electric Rice Cooker Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 65: United Kingdom: Electric Rice Cooker Market: Sales Value (in Million USD), 2019 & 2024

Figure 66: United Kingdom: Electric Rice Cooker Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 67: Italy: Electric Rice Cooker Market: Sales Value (in Million USD), 2019 & 2024

Figure 68: Italy: Electric Rice Cooker Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 69: Spain: Electric Rice Cooker Market: Sales Value (in Million USD), 2019 & 2024

Figure 70: Spain: Electric Rice Cooker Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 71: Russia: Electric Rice Cooker Market: Sales Value (in Million USD), 2019 & 2024

Figure 72: Russia: Electric Rice Cooker Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 73: Others: Electric Rice Cooker Market: Sales Value (in Million USD), 2019 & 2024

Figure 74: Others: Electric Rice Cooker Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 75: Latin America: Electric Rice Cooker Market: Sales Value (in Million USD), 2019 & 2024

Figure 76: Latin America: Electric Rice Cooker Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 77: Brazil: Electric Rice Cooker Market: Sales Value (in Million USD), 2019 & 2024

Figure 78: Brazil: Electric Rice Cooker Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 79: Mexico: Electric Rice Cooker Market: Sales Value (in Million USD), 2019 & 2024

Figure 80: Mexico: Electric Rice Cooker Market Forecast: Sales Value (in Million USD),

2025-2033

Figure 81: Others: Electric Rice Cooker Market: Sales Value (in Million USD), 2019 & 2024

Figure 82: Others: Electric Rice Cooker Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 83: Middle East and Africa: Electric Rice Cooker Market: Sales Value (in Million USD), 2019 & 2024

Figure 84: Middle East and Africa: Electric Rice Cooker Market: Breakup by Country (in %), 2024

Figure 85: Middle East and Africa: Electric Rice Cooker Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 86: Global: Electric Rice Cooker Industry: SWOT Analysis

Figure 87: Global: Electric Rice Cooker Industry: Value Chain Analysis

Figure 88: Global: Electric Rice Cooker Industry: Porter's Five Forces Analysis

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