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Travel Irons Market by Type (Less than 1 lb, Above 1 lb), Distribution Channel (Specialty Retailers, Department Stores, Supermarkets and Hypermarkets, Discount Stores, and Others), and Region 2024-2032

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Abstracts

The global travel irons market size reached US$ 656.1 Million in 2023. Looking forward, IMARC Group expects the market to reach US$ 932.8 Million by 2032, exhibiting a growth rate (CAGR) of 3.9% during 2024-2032. Increasing travel activities, the launch of innovative product variants, and the easy availability of travel irons via online apps represent some of the key factors driving the market.

Travel irons are small and portable equipment designed for ironing and removing wrinkles from clothes while traveling. They are manufactured using plastic and metal components, such as aluminum, stainless steel, polycarbonate, and acrylonitrile butadiene styrene. They comprise a steam plate, water tank, power cord, temperature control, and handle. They are used by travelers to iron their garments for work and other important occasions during trips. Nowadays, travel irons are available in cordless, rechargeable, battery-operated, and dual-voltage variants. Moreover, key players are introducing variants with safety features that enable automatic shut-off to prevent accidents and injuries and protect against overheating.

Travel Irons Market Trends:
At present, significant growth in the travel and tourism industry, rapid urbanization, inflating income levels, and increasing traveling activities are among the major factors driving the demand for travel irons around the world. Moreover, there is a rise in the traction of cordless travel irons on account of their numerous benefits, including the convenience of ironing garments and being charged via a USB port. This, coupled with the growing consciousness among individuals about their overall appearance, is

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creating a positive outlook for the market. In addition, product manufacturers operating worldwide are introducing innovative travel irons that are incorporated with advanced features, such as multiple temperatures and steam settings for different types of fabrics, to make the experience easier and more efficient for the consumer. Apart from this, a considerable reliance on social media campaigns by influencers, celebrity endorsements, online tutorials, and reviews is increasing the overall sales of travel irons and generating brand awareness among the masses. Furthermore, the rising reliance on online applications that offer a hassle-free shopping experience with a wide selection, easy returns, fast shipping and free home delivery facilities are currently offering lucrative growth opportunities to leading players operating in the industry. Besides this, the emerging trend of vertical ironing and steaming to remove wrinkles from garments is contributing to the growth of the market. Additionally, the growing trend of home-sharing platforms, such as Airbnb, is projected to influence the sales of travel irons among the masses in the coming years.

Key Market Segmentation:
IMARC Group provides an analysis of the key trends in each segment of the global travel irons market, along with forecasts at the global, regional, and country level from 2024-2032. Our report has categorized the market based on type and distribution channel.

Type Insights:

Less than 1 lb
Above 1 lb

The report has provided a detailed breakup and analysis of the travel irons market based on the type. This includes less than 1 lb and above 1 lb. According to the report, above 1 lb represented the largest segment.

Distribution Channel Insights:

Specialty Retailers
Department Stores
Supermarkets and Hypermarkets
Discount Stores
Others

A detailed breakup and analysis of the travel irons market based on the distribution

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channel has also been provided in the report. This includes specialty retailers, department stores, supermarkets and hypermarkets, discount stores, and others. According to the report, specialty retailers accounted for the largest market share.

Regional Insights:

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

The report has also provided a comprehensive analysis of all the major regional markets that include North America (the United States and Canada), Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others), Europe (Germany, France, United Kingdom, Italy, Spain, Russia, 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 travel irons. Some of the factors driving the Asia Pacific travel irons market included increasing travel activities, the emerging trend of vertical ironing for hanging garments, the launch of innovative product variants, etc.

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Competitive Landscape:
The report has also provided a comprehensive analysis of the competitive landscape in the global travel irons market. Detailed profiles of all major companies have also been provided. Some of the companies covered include Bharat Light Machine, Conair Corporation, Koninklijke Philips N.V., Rowenta, Smartek USA Inc., Sunbeam Products Inc., Swan Brand, Usha International Limited, etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report

1. How big is the global travel irons market?
2. What is the expected growth rate of the global travel irons market during 2024-2032?
3. What are the key factors driving the global travel irons market?
4. What has been the impact of COVID-19 on the global travel irons market?
5. What is the breakup of the global travel irons market based on the type?
6. What is the breakup of the global travel irons market based on the distribution channel?
7. What are the key regions in the global travel irons market?
8. Who are the key players/companies in the global travel irons market?

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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 TRAVEL IRONS MARKET

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

6 MARKET BREAKUP BY TYPE

6.1 Less than 1 lb
  6.1.1 Market Trends
  6.1.2 Market Forecast
6.2 Above 1 lb
  6.2.1 Market Trends
  6.2.2 Market Forecast

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7 MARKET BREAKUP BY DISTRIBUTION CHANNEL

7.1 Specialty Retailers
7.1.1 Market Trends
7.1.2 Market Forecast
7.2 Department Stores
7.2.1 Market Trends
7.2.2 Market Forecast
7.3 Supermarkets and Hypermarkets
7.3.1 Market Trends
7.3.2 Market Forecast
7.4 Discount Stores
7.4.1 Market Trends
7.4.2 Market Forecast
7.5 Others
7.5.1 Market Trends
7.5.2 Market Forecast

8 MARKET BREAKUP BY REGION

8.1 North America
8.1.1 United States
8.1.1.1 Market Trends
8.1.1.2 Market Forecast
8.1.2 Canada
8.1.2.1 Market Trends
8.1.2.2 Market Forecast
8.2 Asia-Pacific
8.2.1 China
8.2.1.1 Market Trends
8.2.1.2 Market Forecast
8.2.2 Japan
8.2.2.1 Market Trends
8.2.2.2 Market Forecast
8.2.3 India
8.2.3.1 Market Trends
8.2.3.2 Market Forecast
8.2.4 South Korea
8.2.4.1 Market Trends

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8.2.4.2 Market Forecast
8.2.5 Australia
8.2.5.1 Market Trends
8.2.5.2 Market Forecast
8.2.6 Indonesia
8.2.6.1 Market Trends
8.2.6.2 Market Forecast
8.2.7 Others
8.2.7.1 Market Trends
8.2.7.2 Market Forecast
8.3 Europe
8.3.1 Germany
8.3.1.1 Market Trends
8.3.1.2 Market Forecast
8.3.2 France
8.3.2.1 Market Trends
8.3.2.2 Market Forecast
8.3.3 United Kingdom
8.3.3.1 Market Trends
8.3.3.2 Market Forecast
8.3.4 Italy
8.3.4.1 Market Trends
8.3.4.2 Market Forecast
8.3.5 Spain
8.3.5.1 Market Trends
8.3.5.2 Market Forecast
8.3.6 Russia
8.3.6.1 Market Trends
8.3.6.2 Market Forecast
8.3.7 Others
8.3.7.1 Market Trends
8.3.7.2 Market Forecast
8.4 Latin America
8.4.1 Brazil
8.4.1.1 Market Trends
8.4.1.2 Market Forecast
8.4.2 Mexico
8.4.2.1 Market Trends
8.4.2.2 Market Forecast

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8.4.3 Others
8.4.3.1 Market Trends
8.4.3.2 Market Forecast
8.5 Middle East and Africa
8.5.1 Market Trends
8.5.2 Market Breakup by Country
8.5.3 Market Forecast

9 DRIVERS, RESTRAINTS, AND OPPORTUNITIES

9.1 Overview
9.2 Drivers
9.3 Restraints
9.4 Opportunities

10 VALUE CHAIN ANALYSIS

11 PORTERS FIVE FORCES ANALYSIS

11.1 Overview
11.2 Bargaining Power of Buyers
11.3 Bargaining Power of Suppliers
11.4 Degree of Competition
11.5 Threat of New Entrants
11.6 Threat of Substitutes

12 PRICE ANALYSIS

13 COMPETITIVE LANDSCAPE

13.1 Market Structure
13.2 Key Players
13.3 Profiles of Key Players
13.3.1 Bharat Light Machine
13.3.1.1 Company Overview
13.3.1.2 Product Portfolio
13.3.2 Conair Corporation
13.3.2.1 Company Overview
13.3.2.2 Product Portfolio

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13.3.3 Koninklijke Philips N.V.
13.3.3.1 Company Overview
13.3.3.2 Product Portfolio
13.3.3.3 Financials
13.3.3.4 SWOT Analysis
13.3.4 Rowenta
13.3.4.1 Company Overview
13.3.4.2 Product Portfolio
13.3.5 Smartek USA Inc.
13.3.5.1 Company Overview
13.3.5.2 Product Portfolio
13.3.6 Sunbeam Products Inc.
13.3.6.1 Company Overview
13.3.6.2 Product Portfolio
13.3.7 Swan Brand
13.3.7.1 Company Overview
13.3.7.2 Product Portfolio
13.3.8 Usha International Limited
13.3.8.1 Company Overview
13.3.8.2 Product Portfolio

Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

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List Of Tables

LIST OF TABLES

Table 1: Global: Travel Irons Market: Key Industry Highlights, 2023 & 2032
Table 2: Global: Travel Irons Market Forecast: Breakup by Type (in Million US$), 2024-2032
Table 3: Global: Travel Irons Market Forecast: Breakup by Distribution Channel (in Million US$), 2024-2032
Table 4: Global: Travel Irons Market Forecast: Breakup by Region (in Million US$), 2024-2032
Table 5: Global: Travel Irons Market: Competitive Structure
Table 6: Global: Travel Irons Market: Key Players

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List Of Figures

LIST OF FIGURES

Figure 1: Global: Travel Irons Market: Major Drivers and Challenges
Figure 2: Global: Travel Irons Market: Sales Value (in Million US$), 2018-2023
Figure 3: Global: Travel Irons Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 4: Global: Travel Irons Market: Breakup by Type (in %), 2023
Figure 5: Global: Travel Irons Market: Breakup by Distribution Channel (in %), 2023
Figure 6: Global: Travel Irons Market: Breakup by Region (in %), 2023
Figure 7: Global: Travel Irons (Less than 1 lb) Market: Sales Value (in Million US$), 2018 & 2023
Figure 8: Global: Travel Irons (Less than 1 lb) Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 9: Global: Travel Irons (Above 1 lb) Market: Sales Value (in Million US$), 2018 & 2023
Figure 10: Global: Travel Irons (Above 1 lb) Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 11: Global: Travel Irons (Specialty Retailers) Market: Sales Value (in Million US$), 2018 & 2023
Figure 12: Global: Travel Irons (Specialty Retailers) Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 13: Global: Travel Irons (Department Stores) Market: Sales Value (in Million US$), 2018 & 2023
Figure 14: Global: Travel Irons (Department Stores) Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 15: Global: Travel Irons (Supermarkets and Hypermarkets) Market: Sales Value (in Million US$), 2018 & 2023
Figure 16: Global: Travel Irons (Supermarkets and Hypermarkets) Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 17: Global: Travel Irons (Discount Stores) Market: Sales Value (in Million US$), 2018 & 2023
Figure 18: Global: Travel Irons (Discount Stores) Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 19: Global: Travel Irons (Other Distribution Channels) Market: Sales Value (in Million US$), 2018 & 2023
Figure 20: Global: Travel Irons (Other Distribution Channels) Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 21: North America: Travel Irons Market: Sales Value (in Million US$), 2018 &

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2023
Figure 22: North America: Travel Irons Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 23: United States: Travel Irons Market: Sales Value (in Million US$), 2018 & 2023
Figure 24: United States: Travel Irons Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 25: Canada: Travel Irons Market: Sales Value (in Million US$), 2018 & 2023
Figure 26: Canada: Travel Irons Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 27: Asia-Pacific: Travel Irons Market: Sales Value (in Million US$), 2018 & 2023
Figure 28: Asia-Pacific: Travel Irons Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 29: China: Travel Irons Market: Sales Value (in Million US$), 2018 & 2023
Figure 30: China: Travel Irons Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 31: Japan: Travel Irons Market: Sales Value (in Million US$), 2018 & 2023
Figure 32: Japan: Travel Irons Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 33: India: Travel Irons Market: Sales Value (in Million US$), 2018 & 2023
Figure 34: India: Travel Irons Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 35: South Korea: Travel Irons Market: Sales Value (in Million US$), 2018 & 2023
Figure 36: South Korea: Travel Irons Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 37: Australia: Travel Irons Market: Sales Value (in Million US$), 2018 & 2023
Figure 38: Australia: Travel Irons Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 39: Indonesia: Travel Irons Market: Sales Value (in Million US$), 2018 & 2023
Figure 40: Indonesia: Travel Irons Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 41: Others: Travel Irons Market: Sales Value (in Million US$), 2018 & 2023
Figure 42: Others: Travel Irons Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 43: Europe: Travel Irons Market: Sales Value (in Million US$), 2018 & 2023
Figure 44: Europe: Travel Irons Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 45: Germany: Travel Irons Market: Sales Value (in Million US$), 2018 & 2023
Figure 46: Germany: Travel Irons Market Forecast: Sales Value (in Million US$), 2024-2032

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Figure 47: France: Travel Irons Market: Sales Value (in Million US$), 2018 & 2023
Figure 48: France: Travel Irons Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 49: United Kingdom: Travel Irons Market: Sales Value (in Million US$), 2018 & 2023
Figure 50: United Kingdom: Travel Irons Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 51: Italy: Travel Irons Market: Sales Value (in Million US$), 2018 & 2023
Figure 52: Italy: Travel Irons Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 53: Spain: Travel Irons Market: Sales Value (in Million US$), 2018 & 2023
Figure 54: Spain: Travel Irons Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 55: Russia: Travel Irons Market: Sales Value (in Million US$), 2018 & 2023
Figure 56: Russia: Travel Irons Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 57: Others: Travel Irons Market: Sales Value (in Million US$), 2018 & 2023
Figure 58: Others: Travel Irons Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 59: Latin America: Travel Irons Market: Sales Value (in Million US$), 2018 & 2023
Figure 60: Latin America: Travel Irons Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 61: Brazil: Travel Irons Market: Sales Value (in Million US$), 2018 & 2023
Figure 62: Brazil: Travel Irons Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 63: Mexico: Travel Irons Market: Sales Value (in Million US$), 2018 & 2023
Figure 64: Mexico: Travel Irons Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 65: Others: Travel Irons Market: Sales Value (in Million US$), 2018 & 2023
Figure 66: Others: Travel Irons Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 67: Middle East and Africa: Travel Irons Market: Sales Value (in Million US$), 2018 & 2023
Figure 68: Middle East and Africa: Travel Irons Market: Breakup by Country (in %), 2023
Figure 69: Middle East and Africa: Travel Irons Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 70: Global: Travel Irons Industry: Drivers, Restraints, and Opportunities
Figure 71: Global: Travel Irons Industry: Value Chain Analysis
Figure 72: Global: Travel Irons Industry: Porter's Five Forces Analysis

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