

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

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

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.

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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