

# **LAMEA Portable Blenders Market By Material (Plastic, Glass and Steel), By Distribution Channel (Online and Offline), By Country, Industry Analysis and Forecast, 2020 - 2026**

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## **Abstracts**

The Latin America, Middle East and Africa Portable Blenders Market would witness market growth of 11.9% CAGR during the forecast period (2020-2026).

There are different kinds of handy mini appliance offered by the portable Blenders for athletes and people who are health-conscious that empowers them to prepare healthy drinks of their choice, which makes it ideal for stirring up protein shakes and smoothies. In addition, the appliances can be changed into a water bottle when not being utilized as a Blenders, subsequently making it a dual-purpose appliance for occupied and travel-friendly customers. Also, the higher tendency of customers dwelling in the kitchen less residence towards portable kitchen appliances has enlarged the extent of portable Blenders among residential consumers. The rising prominence of individuals living alone has emerged the ideas of co-living spaces and lodging blocks, wherein individuals share mutual spaces, for example, living rooms and kitchens, bringing about a high potential for the responsibility for portable kitchen appliances, for example, portable Blenders.

The offline distribution channel represented a major share of the revenue in 2019. This is ascribed to the high prominence of offline channels as it encourages the purchasers to have a first-hand look at the items, which helps in the simple review of the quality and details. With the assistance of customary brick and mortar stores, the brands have the option to make a special experience for the users. Also, the presence of an in-store associate enables the customers in understanding the item better, thus making a proper choice. The accessibility of a wide scope of items offered by various brands and the ability to think about the costs and features of the product are a portion of the variables expected to positively affect segment development. Furthermore, discounted prices and

budget-friendly offers given by retailers drive more client footfall in these stores. Besides, the accessibility of various portable Blenders items at a less expensive rate offered by neighborhood producers is probably going to draw a more significant number of customers to supermarkets and hypermarkets.

Based on Material, the market is segmented into Plastic, Glass and Steel. Based on Distribution Channel, the market is segmented into Online and Offline. Based on countries, the market is segmented into Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Newell Brands, Inc., The Kraft Heinz Company, Hamilton Beach Brands Holding Company, BlendTec, Inc., NutriBullet, LLC, KACSOO Company, Cuisinart Corporation (Conair Corporation), Shenzhen Ckeyin Technology Co., Ltd., SharkNinja Operating LLC (CDH Private Equity) and Bella Housewares.

## Scope of the Study

### Market Segmentation:

#### By Material

Plastic

Glass

Steel

#### By Distribution Channel

Online

Offline

#### By Country

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

#### Companies Profiled

Newell Brands, Inc.

The Kraft Heinz Company

Hamilton Beach Brands Holding Company

BlendTec, Inc.

NutriBullet, LLC

KACSOO Company

Cuisinart Corporation (Conair Corporation)

Shenzhen Ckeyin Technology Co., Ltd.

SharkNinja Operating LLC (CDH Private Equity)

Bella Housewares

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