

# 2018 Top 5 Toasters Players in North America, Europe, Asia-Pacific, South America, Middle East and Africa

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## Abstracts

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A toaster, or a toast maker, is an electric small appliance designed to brown sliced bread by exposing it to radiant heat, thus converting it into toast. Toasters can toast multiple types of sliced bread products. Invented in Scotland in 1893, it was developed over the years, with the introduction of an automatic mechanism to stop the toasting and pop the slices up.

China is the biggest production areas for Toasters, taking about 73.41% market share in 2016 (based on output volume). Europe followed the second, with about 12.09% market share in 2016 (based on revenue). In Consumption market, sales of Toaster are concentrated in Europe and North America Regions for now, while consumers groups are expanding fast today in some Asia countries like China, Japan, Korea and etc., Southeast Asia and India are big potential markets for the coming decades.

In the past few years, the price of Toasters show a decreasing trend in recent years and we expect the price may keep the trend in a short period. However, the improvement of energy, transportation costs, employee wages, and equipment depreciation will play a significant role in promoting the cost of Toasters. Therefore, to some extent, the companies are facing a risk of profit decline.

There are companies adding capacities and aiming at the cost and quality leadership which shall improve profitability. At the same time, companies are focusing on technological innovation, equipment upgrades, and process improvements, to reduce costs and improve quality. The total competition market for Toasters may become more weakened, while the market is going to be more concentrated for high end Toasters. Over the next five years, LPI(LP Information) projects that Toasters will register a 2.3% CAGR in terms of revenue, reach US\$ 1410 million by 2023, from US\$ 1230 million in

2017.

This report studies the global market, especially in North America, Europe, Asia-Pacific, South America, Middle East and Africa, focuses on the top 5 players in each region, with sales, price, revenue and market share from 2013 to 2018, the top players:

West Bend

BELLA

Black & Decker

Breville

Cuisinart

Dualit

De'Longhi S.p.A.

Hamilton Beach

Kenmore

KitchenAid

Krups

Sunbeam

Waring

Toastmaster

Market Segment by Regions, this report splits Global into several key Regions, with sales, revenue, market share of top players in these regions, from 2013 to 2018 (forecast), like

North America (United States, Canada and Mexico)

Asia-Pacific (China, Japan, Southeast Asia, India and Korea)

Europe (Germany, UK, France, Italy and Russia etc.)

South America (Brazil, Chile, Peru and Argentina)

Middle East and Africa (Egypt, South Africa, Saudi Arabia)

Split by Product Types, with sales, revenue, price, market share of each type, can be divided into

2 Slice Toasters

4 Slice Toasters

Others

Split by applications, this report focuses on sales, market share and growth rate in each application, can be divided into

Household

Commercial

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