

Global Electric Kettle Market Growth 2026-2032

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Abstracts

The global Electric Kettle market size is predicted to grow from US\$ 3492 million in 2025 to US\$ 4404 million in 2032; it is expected to grow at a CAGR of 3.8% from 2026 to 2032.

In 2025, global Electric Kettle production reached approximately 42,000 k units?with an average global market price of around US\$ 85 per unit, and a gross profit margin of approximately 10%-30%. An electric kettle is a countertop appliance that heats water using an internal electric heating system?either a concealed plate heater or an immersed element?so users can quickly bring water to boiling or to a selected temperature for beverages and food preparation. Most designs consist of a water vessel, a lid and spout for controlled pouring, a handle, and a power interface (corded or cordless with a 360? base). Core safety and control features typically include an automatic shut-off when boiling is reached, boil-dry protection to prevent overheating when water is insufficient, and thermal fuses or thermostats for fail-safe operation; higher-end models add variable temperature presets, keep-warm functions, noise reduction, and double-wall insulation to reduce external surface temperature. Selection is commonly driven by capacity, heating speed (wattage), materials and taste neutrality, ease of cleaning/descaling (scale filters, wide openings, removable lids), and compliance with electrical and food-contact safety requirements.

The electric kettle market spans mass household use and several commercial niches (hospitality rooms, office pantries, foodservice back-of-house), with demand shaped by everyday beverage habits, convenience-driven cooking, and replacement cycles tied to reliability and scale buildup. Competition is broad, ranging from high-volume OEM/ODM manufacturers to global appliance brands and design-led premium labels, and differentiation often centers on safety performance, boil speed, user experience (quietness, ergonomics, temperature control), and aesthetics. Regional preferences matter: in many markets kettles are a standard kitchen staple, while in others they are

more niche or tied to tea/coffee culture and hospitality. Procurement channels vary from retail and e-commerce for consumer models to distributor and project-based supply for hotels and offices, where features like durability, theft deterrence, and standardized appearance can outweigh advanced functions. Sustainability and regulation are also influencing product design through material choices, longer service life expectations, and energy-efficient heating behaviors, pushing suppliers to balance cost, compliance, and perceived quality as consumer expectations continue to rise.

LP Information, Inc. (LPI) ' newest research report, the "Electric Kettle Industry Forecast" looks at past sales and reviews total world Electric Kettle sales in 2025, providing a comprehensive analysis by region and market sector of projected Electric Kettle sales for 2026 through 2032. With Electric Kettle sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Electric Kettle industry.

This Insight Report provides a comprehensive analysis of the global Electric Kettle landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Electric Kettle portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Electric Kettle market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Electric Kettle and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Electric Kettle.

This report presents a comprehensive overview, market shares, and growth opportunities of Electric Kettle market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

ABS Material

Stainless Steel Material

Others

Segmentation by Power:

1000 W

1200 W

1500 W

Others

Segmentation by Capacity:

0.8L

1.0L

1.2L

Others

Segmentation by Application:

Home

Commercial

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Midea

Panasonic

Joyoung

SUPOR

Philips

Royalstar

KONKA

Buydeem

Bear Electric

Chigo

Xiaomi

Galanz

Hisense

Zojirushi

Dualit

SEVERIN

TIGER

Liven Technology

Krups

Morphy Richards

WMF

SMEG

Havells

TTK Prestige

Key Questions Addressed in this Report

What is the 10-year outlook for the global Electric Kettle market?

What factors are driving Electric Kettle market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Electric Kettle market opportunities vary by end market size?

How does Electric Kettle break out by Type, by Application?

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