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Global Portable Electric Juicer Cup Market Growth 2026-2032

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Abstracts

The global Portable Electric Juicer Cup market size is predicted to grow from US$ 64.74 million in 2025 to US$ 87.08 million in 2032; it is expected to grow at a CAGR of 4.4% from 2026 to 2032.

In 2024, global Portable Electric Juicer Cup production reached approximately 4,160 k units, with an average global market price of around US$ 15.61 per unit. A Portable Electric Juicer Cup is a compact, lightweight, and rechargeable appliance designed for blending fruits, vegetables, and beverages on the go. It typically combines the functions of a juicer and a blender within a cup-shaped container, equipped with a small but powerful motor and stainless-steel blades. Powered by USB charging (often through built-in lithium batteries), it allows users to prepare smoothies, shakes, and fresh juices without needing a traditional kitchen setup.

The upstream segment mainly covers raw materials and key components, including food-grade plastics (such as Tritan and PP), stainless steel blades, micro DC motors, lithium batteries, sealing rings, and electronic control chips.

Material suppliers: SABIC (plastics), Bayer (Tritan materials), Baosteel (stainless steel).

Motor suppliers: Zhongshan Lihui Motor, Shenzhen Zhongke Motor.

Battery & chip suppliers: BYD Battery, ATL (Amperex Technology Limited), Silergy (power management ICs).

The midstream consists of finished product manufacturers and OEM/ODM providers, responsible for R&D, assembly, and branding. China is the global hub for production,

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with Guangdong, Zhejiang, and Jiangsu as the main clusters.

Brands & manufacturers: Bear Electric, Midea, Joyoung, SUPOR, Deerma, Chigo, AUX.

OEM/ODM enterprises: Donlim (Xinbao Group), EUPA (Tsann Kuen), numerous small home appliance factories in Ningbo and Yiwu.

The downstream segment is driven by sales channels and end-users. Distribution includes domestic e-commerce platforms (Tmall, JD.com, Pinduoduo), cross-border platforms (Amazon, AliExpress, Shopee), supermarkets, and corporate gifting. The main target consumers are health-conscious, fitness-oriented, and mobile lifestyle users.

Distributors: JD.com Self-operated, Tmall Flagship Stores, Pinduoduo Subsidy Program, Amazon Global Sellers.

Application scenarios: home kitchens, offices, gyms, travel, and outdoor activities.

United States market for Portable Electric Juicer Cup is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Portable Electric Juicer Cup is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Portable Electric Juicer Cup is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Portable Electric Juicer Cup players cover Panasonic, SKG, PHILIPS, Deerma, Jarden (Oster), etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

Report Scope

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

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Cup industry.

This Insight Report provides a comprehensive analysis of the global Portable Electric Juicer Cup 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 Portable Electric Juicer Cup portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Portable Electric Juicer Cup market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Portable Electric Juicer Cup 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 Portable Electric Juicer Cup.

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

Market Segmentation

Segmentation by Type:

With Wire

Wireless

Segmentation by Application:

Online

Offline

This report also splits the market by region:

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Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

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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.

Panasonic

SKG

PHILIPS

Deerma

Jarden (Oster)

Conair Corporation (Cuisinart)

Xibeile

OUKE

Robot Coupe

Santos

Breville

Electrolux

ACA

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Bear Electric

Joyoung

Midea

SUPOR

CHIGO

Royalstar

AUX

Donlim

Xiaomi

Galanz

Key Questions Addressed in this Report

What is the 10-year outlook for the global Portable Electric Juicer Cup market?

What factors are driving Portable Electric Juicer Cup market growth, globally and by region?

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

How do Portable Electric Juicer Cup market opportunities vary by end market size?

How does Portable Electric Juicer Cup break out by Type, by Application?

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