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Global Vertical Slow Juicer Market Growth 2026-2032

https://marketpublishers.com/r/G87A296C8420EN.html
Date: April 2026
Pages: 149
Price: US$ 3,660.00 (Single User License)
ID: G87A296C8420EN

Abstracts

The global Vertical Slow Juicer market size is predicted to grow from US$ 757 million in 2025 to US$ 1363 million in 2032; it is expected to grow at a CAGR of 8.9% from 2026 to 2032.

A Vertical Slow Juicer is a masticating / cold-press juicer whose auger and juicing components are stacked vertically above the motor in a tall, upright ?tower? layout. Produce is dropped into a vertical feed chute, then compressed downward by a slowly rotating vertical auger through the juicing screen; juice flows straight down into the juice cup while pulp is expelled sideways. This design is compact in footprint, easier to place on countertops, and generally more intuitive to use and clean for first-time consumers, so it has become the mainstream configuration for household slow juicers and many compact commercial units.

Upstream of the product supply chain are raw materials and components including durable plastics (food-grade), metal parts (stainless steel screws/gears/wear-resistant parts), food-safe gaskets/seals, electrical motors, and electronic control modules. Downstream applications include household kitchen use (for daily fresh juice), health-conscious consumers, juice bars or small caf?s (commercial), and institutional kitchens (e.g. gyms, wellness centers).

In 2024, global sales of vertical slow juicer reached approximately 3,299 K units, with an average global market price of around US$ 216/unit. Production capacity varies significantly among manufacturers, with gross profit margins ranging from approximately 25% to 40%.

From a market perspective, slow juicers sit at the intersection of small kitchen appliances and the broader health-and-wellness economy. They are typically positioned above traditional centrifugal juicers, emphasizing better nutrient retention, quieter

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operation, and a ?cold-press? image that aligns with consumers? pursuit of fresh, minimally processed beverages. As awareness of nutrition, natural ingredients, and reduced-sugar diets deepens, more households and food-service operators turn to slow juicers to support daily intake of fruits and vegetables, in parallel with the steady growth of cold-pressed juice consumption at home, in retail channels, and in specialized juice bars.

The main demand base remains residential users, where slow juicers are regarded as part of a modern ?healthy kitchen? set, often purchased together with blenders, air fryers, or multi-cookers. At the same time, commercial and institutional scenarios ? such as caf?s, gyms, wellness centers, hotels, and workplace catering ? are adopting slow juicers to differentiate their beverage offerings with freshly prepared, nutrient-rich juices. In many markets, Asia?Pacific (especially China) has become both a manufacturing center and a growth engine for sales, while Europe and North America continue to drive upgrades toward higher-end, feature-rich models. The segment benefits from rising disposable income, urban lifestyles, and wider distribution through supermarkets, specialty appliance stores, cross-border e-commerce, and platform-based online retail.

Looking ahead, market development is shaped by two opposing forces: functional innovation and competitive pressure. On the one hand, manufacturers are moving toward multi-functional, easy-to-clean, and aesthetically pleasing slow juicers, with features such as quick assembly, compact footprints, low noise, and in some cases smart connectivity and app-based guidance; sustainability ? including energy efficiency, durable materials, and reduced food waste via higher juice yield ? is becoming a prominent selling point. On the other hand, high upfront prices relative to basic blenders, price sensitivity in emerging markets, and competition from ready-to-drink juices, smoothies, and other beverage solutions act as restraints, forcing brands to balance performance with affordability and to refine their positioning between mass-market appliances and premium wellness devices.

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

This Insight Report provides a comprehensive analysis of the global Vertical Slow Juicer landscape and highlights key trends related to product segmentation, company

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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 Vertical Slow Juicer portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms? unique position in an accelerating global Vertical Slow Juicer market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Vertical Slow Juicer 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 Vertical Slow Juicer.

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

Segmentation by Type:

Touch Type

Push Button Type

Knob Type

Other

Segmentation by Capacity:

Small-Capacity

Medium-Capacity

Large-Capacity

Segmentation by Distribution Channel:

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Online-Retail

Offline-Retail

Segmentation by Application:

Residential

Commercial

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

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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.

Omega

Hurom

Breville

Philips (Versuni)

Panasonic

Joyoung

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Supor

Midea

NUC Electronics

Tribest

Oster(Sunbeam)

Cuisinart

Electrolux

Braun

Aicook

Hamilton Beach

SharkNinja

TTK Prestige

Donlim

Bear

SKG

Royalstar

Key Questions Addressed in this Report

What is the 10-year outlook for the global Vertical Slow Juicer market?

What factors are driving Vertical Slow Juicer market growth, globally and by

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region?

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

How do Vertical Slow Juicer market opportunities vary by end market size?

How does Vertical Slow Juicer break out by Type, by Application?

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