

Electric Kettle Market Assessment, By Material [Aluminum, Glass, Plastic, Stainless Steel, Others], By Capacity [Below 1L, 1–2L, Above 2L], By End-user [Residential, Commercial], By Distribution Channel [Online, Offline], By Region, Opportunities, and Forecast, 2016-2030F

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Abstracts

Global electric kettle market has experienced consistent growth, driven by the increasing demand for quick and convenient solutions for boiling water and preparing tea, coffee and soups. Electric kettles have become a prevalent kitchen appliance offering efficiency, ease of use, and a range of features that cater to diverse consumer needs. Global electric kettle market is experiencing a robust growth rate and is expected to grow at 7.3 percent compounded annually for the forecast period from 2023 to 2030. The global electric kettle market stands at the forefront of kitchen appliance innovation, responding to consumers' dynamic needs and preferences worldwide. Fueled by a growing demand for convenience, an increasing number of quick service restaurants (QSRs), an expanding hospitality sector, technological advancements including precise temperature control, and a heightened focus on sustainability, the market has experienced consistent expansion.

Electric kettles have been an integral part of kitchens in households and commercial places like cafes, restaurants, hotels, hospitals, offices and educational institutes. With the growing demand for electric kettles globally, the global electric kettle market is expected to reach USD 31.28 billion in 2030 from USD 17.8 billion in 2022. Global electric kettle market has evolved over the years offering sleek designs and smart connectivity to energy-efficient features and health-conscious innovations. Electric kettles have evolved into versatile appliances that cater to diverse lifestyles. The impact

of global events, such as the COVID-19 pandemic, has further reshaped the market dynamics, emphasizing the role of electric kettles as essential elements in creating comfortable and functional home environments. Online sales channels, because of their wide distribution channel, have aided the expansion of the global electric kettle market over the years.

Growing Disposable Incomes and Modern Kitchens

Rising disposable income has a huge impact on the global electric kettle market, as rising income levels frequently lead to changes in consumer behavior and preferences, and consumers look for modern solutions for basic needs. Consumers are more likely to invest in premium and high-quality electric kettles with increased disposable money. These modern appliances frequently include smart technology, boiling functions, and capabilities beyond basic heating. This growing consumer interest in aesthetic and feature-rich electric kettles may lead to an increase in demand for appliances that provide greater capabilities and a more elevated kitchen appliance experience. Incomes in expanding Asian countries such as China and India, as well as Middle Eastern countries like Saudi Arabia, have expanded dramatically, resulting in increased demand for electric kettles in these developing regions.

Expanding Hospitality Sector and Increasing Number of Quick Service Restaurants

Electric kettles are always in demand at various commercial places like hotels, restaurants, cafes, QSR and cloud kitchens. The global electric kettle market is significantly important for the hospitality sector all around the globe. Hotel rooms are always equipped with electric kettles to enhance the consumer experience, and the same goes for restaurants and QSRs, which use hot water through electric kettles for food preparation. Over the years and after the pandemic, the tourism and hospitality sector has grown significantly, opening up opportunities for the global electric kettle market.

Sarovar Hotels and Resorts, a Paris-based Groupe Du Louvre subsidiary, is looking to open 10 hotels in significant pilgrimage and leisure locations in India by 2023, including areas where it will debut.

Continuous market developments in hospitality sectors where renowned hotel groups are practicing their brand expansion strategies open wide opportunities for the electric kettles market as the product is a basic amenity offered in each hotel room. For example, in November 2023, Intercontinental Hotel Group (IHG) announced its

expansion plans in European market with its premium brand Voco hotels. The targeted countries include Austria, UK, France, Spain and Belgium.

Smart Features in Kettles

Electric kettles have evolved over the past few years, with technology coming into play in electronic appliances, electric kettles are not far away from technological integration. Technology integration in kettles is a prominent trend in the global electric kettles market. Nowadays, brands equip their electric kettles with smart features like wifi connectivity, temperature sensors, digital control, advanced heating elements and remote control through mobile applications or alexa. Continuous technological innovations have driven the electric kettle market.

TTK Prestige has released India's first Wi-Fi electric kettle with Temperature Control, the Prestige Smart 1.7 Kettle, to bring simplicity and convenience to consumers' daily lives. Prestige is the first and only Indian brand to market with an IoT-enabled kettle that can be managed remotely from a smartphone using the Prestige Smartchef App.

Quick Solution and Energy Efficiency

A major trend in consumer electronics is that consumers seek appliances that save both time and energy and provide the best results at low costs. Electric kettles with quick boiling capabilities and energy-efficient features address this demand, providing a rapid solution for boiling water without excessive energy consumption. The ability to rapidly heat water for beverages such as tea, coffee or instant soups aligns with the modern lifestyle, where individuals value efficiency and time-saving solutions. Consumers appreciate the convenience of having hot water ready within minutes, especially during busy mornings or work breaks. Manufacturers are focused on developing kettles that heats up water quickly with additional features that optimize energy usage, such as automatic shut-off mechanisms that turn off the kettle once the water reaches the boiling point.

In Sept 2023, Xiaomi Mijia Electric Kettle N1 was released. The MIJIA Electric Kettle N1 adheres to Xiaomi's minimalist design aesthetic. The kettle has a double-layer body with an inner and outer tank constructed of 304 food-contact grade stainless steel. The kettle has a 1500W high-power 360° focusing ring heating system that evenly warms and swiftly boils water.

Impact of COVID-19

The COVID-19 pandemic has had a multifaceted impact on various industries including the consumer electronics market, and the global electric kettle market is no exception. Due to the pandemic restrictions and social distancing measures were implemented which caused global supply chain disruptions and closure of manufacturing facilities. Due to this production of electric kettles was halted and delayed, and delays in imports and exports of electric kettles caused shortages of such devices due to which prices of microwaves increased. However, on the other side of the impact of COVID-19, certain changes in consumer behavior were witnessed, including reduced reliance on cafes and restaurants, contributing to the popularity of electric kettles as a solution for preparing hot beverages at home. Global electronic kettle market received a boost during the pandemic due to the already growing trend of online shopping. Consumers turned to e-commerce platforms to purchase household items like electric kettles. E-commerce channels provide a convenient and safe way for consumers to access a wide variety of electric kettles.

Key Players Landscape and Outlook

Global electric kettle market features a competitive landscape with several players, from international to domestic, in the market contributing to the market growth. These companies, through innovation, product development, and strategic initiatives, played significant roles in shaping the market. The outlook of the global electric kettle market is shaped by continuous technological advancements, evolving consumer preferences and the increasing demand for energy-efficient and intelligent kitchen appliances. Leading industry players are anticipated to persist in their investments in research and development, from product material to product technology to smart cutting-edge features to meet the ever-changing needs of consumers.

In September 2022, D2C kitchenware company, The Indus Valley, known for its variety of healthy and toxin-free cookware, is preparing to expand its product line with the launch of Electric Kettle. The Indus Valley electric kettle is a stylish, modern and convenient way to make hot beverages at the touch of a button.

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