

Asia Pacific Garment Steamers - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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Abstracts

The Asia Pacific Garment Steamers Market is expected to register a CAGR of 3.78% during the forecast period.

A Garment Steamer is a handy, electronically operated device that has found a place in most households. These nifty devices can loosen up the wrinkles. They use no chemicals or harsh methods during the process. There have been various technological advancements in recent years in the garment steamer market. Manufacturers are providing garment steamers that can sanitize clothes to reduce the risk of exposure to germs. The changing lifestyle of consumers and the increasing working population are propelling the adoption of modernized household appliances. In addition, a hectic work-life schedule along with the long working hours is driving the consumer preference toward convenient household appliances, such as garment steamers.

During the initial stage of COVID-19, due to supply chain disruptions, the market has experienced losses due to stoppage in manufacturing and distribution services. Later, due to lockdowns and work-from-home culture, the demand for garment steamers systems has risen. Post-COVID-19, the market is experiencing gradual growth according to seasonal demand fluctuations.

The rising trend of eco-friendly appliances that consume less energy than traditional appliances in the developing countries in this region would boost the garment steamers market growth during the forecast period. With the new features and technologies, vendors attract customers and expand their footprints in emerging markets. The potential growth of the retail sector and the apparel industry is expected to increase demand in India during the forecast period. In the coming years, shifting consumer

preferences, growing fixation on fashionable apparel among consumers, an increase in travel, and other factors will likely contribute to a potential increase in garment steamer demand.

Asia Pacific Garment Steamers Market Trends

Rising Sales Through Online Channels

Over the years, the online revenue share of small appliances in the Asia Pacific has observed a continuous increase, creating a positive externality for sales of garment steamers through online channels of E-commerce and direct websites of manufacturers in the region. Over the years, the number of e-commerce users in the Asia Pacific region has observed a continuous increase, existing at more than 700 Million last year, leading to an increasing number of manufacturers spending on their product advertisement through various channels of digital marketing as well. China, India, and Japan are emerging as major Asia-Pacific countries for the sale of garment steamer through online channels, as they exist as competitive players in the global apparel market. This trend is leading to a rising number of garment steamer manufacturers diversifying as well as increasing their sales revenue.

China Emerging as a Major Asia Pacific Player

Post Covid, the Market volume of electric household appliances in China has observed a continuous increase leading to its emerging market creating a positive externality for sales of garment steamers. Rising retail sales of apparel in the China market are leading to garment steamers emerging as an important day-to-day usage appliance for households. The share of the population engaged in the service sector which requires formal dresses for offices has observed a continuous increase over the years leading to a rising share of the employed population demanding garment steamer for taking care of their apparel and clothes. In addition, a decline in retail price inflation of household appliances is resulting in garment steamers becoming more affordable among the china population.

Asia Pacific Garment Steamers Industry Overview

Asia Pacific Garment Steamers Market is a fragmented market. The manufacturers of garment steamer are concentrating on maximizing their exposure in both residential and commercial markets. The steamers are typically intricate, composed of super materials, and quite robust. A small number of producers are now working in tandem with online sellers of garment steamers to ensure a larger distribution of their product offerings across a wider market. In addition to indirect sales, the DTC sales trend is also becoming more popular in the market. The industry's players are concentrating on creating their websites so they can directly communicate with the customers. The major players are - Haier Group Corporation, Groupe SEB SA, Pursteam, Conair Corporation, and Reliable Corporation.

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