

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

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## Abstracts

The Europe Garment Steamers Market size is estimated at USD 782.62 million in 2024, and is expected to reach USD 968.31 million by 2029, growing at a CAGR of 4.35% during the forecast period (2024-2029).

With a continuously increasing apparel market in Europe, demand for garment steamers is also observing a continuous rise. As customers are seeking time-saving alternatives for managing their clothes, portable steamers have emerged as a valuable and efficient solution to remove wrinkles and rejuvenate clothing. Rising product innovation in the market is leading garment steamers' products to become more sophisticated with smart features and replacing traditional handheld garment steamers and irons.

Europe is one of the most important markets for garment steamers due to the growing middle class, with rapidly changing lifestyles and improving living standards. The rising need for environmentally friendly, energy-efficient equipment and the high purchasing power of end consumers are driving the demand for steamers in Europe, with increasing penetration of smart appliances over the years has created a positive externality for the adoption of garment steamers.

Post-COVID-19, the handheld steamer market in Europe recovered strongly with a rise in outdoor activities and consumer spending on home appliances. Europe exists with a population of more than 22 million using smart appliances driving sales of garment steamers in the region. As steamers operate solely, they reduce the dependence of users on chemical-based cleaning products, with rising awareness of environmentally friendly cleaning methods boosting the market.

## Europe Garment Steamers Market Trends

### Germany Leading the European Market

With a continuous rise in the European apparel market, women's apparel in Germany is emerging with a significant share in the demand for apparel, leading to firms focusing on gender aspects while designing their products. Among the European region, Germany has emerged with the largest market value of apparel, making it an emerging country in terms of demand and sales of garment steamers. The continuous rise in the value of smart homes and smart home appliances in Germany is expected to increase the adoption rate of garment steamers over the coming period. Rising urbanization in Germany which exists at more than 77%, is resulting in an increasing household expenditure for care of their clothes and garments with a rise in outdoor employment opportunities. These trends make Germany a major market for manufacturers to expand their sales of garment steamers and raise sales revenue.

### Rising Demand from Working Population

The demand for steam cleaners in Europe is observing a continuous rise with an increasing working population and a continuous decline in the unemployment rate post-covid in the country. Increasingly busy lifestyles are leading to people preferring to use convenient devices for completing their tasks effectively and quickly, with rising working professionals preferring garment steamers over irons as they provide users with better and more effective steam to remove harmful contaminants from clothes. Netherlands, Switzerland, Germany, and Sweden have emerged among some of the European countries with the highest value of employment rate, leading to a rising expenditure by the people for maintaining their clothes and dresses. These trends are leading to an increasing working population of Europe emerging as a major demand segment for European garment steamers sales.

### Europe Garment Steamers Industry Overview

Europe's garment steamers market is partially fragmented, with an increasing number of players existing in the market. Rising technological innovations are leading to garment steamers coming up with equipped smart features. Garment steamers are

emerging as a major substitute for irons with their adoption by residential and commercial segments. Some of the existing players in the European garment steamers market are Conair LLC, Group SEB, Jiffy Steamer, Koninkreike Phillips N.V, SALAV USA and Haier Group Corporation.

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