

Electric Iron Global Market Insights 2025, Analysis and Forecast to 2030, by Manufacturers, Regions, Technology, Application, Product Type

<https://marketpublishers.com/r/EB5905C86C3EEN.html>

Date: June 2025

Pages: 92

Price: US\$ 3,200.00 (Single User License)

ID: EB5905C86C3EEN

Abstracts

Electric Iron Market Summary

Introduction and Market Overview

Electric irons, essential household appliances for wrinkle-free clothing, are experiencing steady demand driven by rising urbanization and increasing consumer focus on personal appearance. With 68% of the global population projected to live in urban areas by 2050, electric irons cater to busy lifestyles requiring efficient garment care. The global home appliances market grew 6% in 2023, reflecting demand for energy-efficient and smart devices. E-commerce, growing 9% in 2024, enhances market access through platforms like Amazon and Flipkart, while social media amplifies trends in home care and aesthetics. The growing middle class in emerging markets further fuels demand for affordable and advanced irons. The global electric iron market is estimated at USD 3.0-5.6 billion in 2025, with a CAGR of 8%-13% through 2030, propelled by urbanization, technological advancements, and digital retail growth.

Regional Market Trends

North America: The U.S. and Canada lead with demand for smart and energy-efficient irons.

Europe: Germany, France, and the UK focus on eco-friendly and high-performance steam irons.

Asia Pacific: China, India, and Japan see robust growth in urban and middle-

class markets.

Rest of the World: Brazil and South Africa expand with rising disposable incomes and home care trends.

Distribution Channel Analysis

Online: Projected growth of 9%-14%, driven by e-commerce platforms. Trends emphasize user reviews and subscription models.

Offline: Expected growth of 7%-12%, through department stores and specialty retailers. Trends focus on in-store demonstrations and brand loyalty.

Type Analysis

Dry: Anticipated growth of 7%-12%, valued for affordability and simplicity. Trends focus on lightweight and compact designs.

Steam: Projected growth of 9%-14%, preferred for advanced wrinkle removal and fabric care. Trends highlight smart features and eco-friendly technologies.

Key Market Players

Philips: Markets advanced steam irons with smart and energy-efficient features.

Panasonic Corporation: Offers durable irons for household and professional use.

Bajaj Electricals Ltd: Supplies affordable irons for emerging markets.

BLACK+DECKER: Provides versatile irons with steam and dry options.

Groupe SEB India: Distributes premium irons with innovative technologies.

Porter's Five Forces Analysis

Threat of New Entrants: Moderate, as manufacturing is accessible, but brand loyalty and technological innovation create barriers.

Threat of Substitutes: Low, with limited alternatives for efficient ironing, though garment steamers pose some competition.

Bargaining Power of Buyers: High, due to numerous brands and price sensitivity in mass markets.

Bargaining Power of Suppliers: Low, with abundant materials like plastics and heating elements globally.

Competitive Rivalry: High, driven by innovation in steam technology, energy efficiency, and smart features.

Market Opportunities and Challenges

Opportunities:

Addressing 68% urban population growth by 2050 for efficient garment care.

Leveraging 6% home appliances market growth in 2023.

Utilizing 9% e-commerce growth in 2024 for market expansion.

Innovating with smart, eco-friendly, and lightweight iron designs.

Targeting growing middle-class markets in India and Brazil.

Expanding into professional and hospitality sectors with advanced irons.

Challenges:

Competing with garment steamers and other fabric care solutions.

High costs of developing smart and energy-efficient technologies.

Addressing consumer concerns about electricity consumption.

Navigating safety and energy regulations for heating appliances.

Managing supply chain disruptions for electronic components.

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