

Air Fryer Market Forecasts to 2032 – Global Analysis By Product Type (Basket-Style Air Fryers, Oven-Style Air Fryers, Paddle-Type, Air Fryer Toaster Ovens, Dual-Basket, and Other Product Types), Capacity, Device, Distribution Channel, Application and By Geography

<https://marketpublishers.com/r/A45BA9F7D606EN.html>

Date: September 2025

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: A45BA9F7D606EN

Abstracts

According to Statistics MRC, the Global Air Fryer Market is accounted for \$8.98 billion in 2025 and is expected to reach \$19.14 billion by 2032 growing at a CAGR of 11.4% during the forecast period. An air fryer is a modern cooking device that cooks food by rapidly circulating heated air, creating a crisp finish comparable to conventional frying but with minimal or no oil. It provides a healthier cooking option while preserving taste and texture. Air fryers are multipurpose, capable of preparing vegetables, meats, snacks, and baked items efficiently, offering quicker cooking and convenient cleaning for everyday kitchen use.

According to the Home Improvement Research Institute (HIRI), the percentage of American households seeking DIY (Do-It-Yourself) projects for their dining rooms and kitchen nooks increased from 39% in the second quarter of 2022 to 46% in the second quarter of 2023.

Market Dynamics:

Driver:

Rising health consciousness

Consumers are increasingly shifting away from traditional deep-frying methods due to concerns over cholesterol, obesity, and heart disease. Air fryers offer a low-oil

alternative that aligns with dietary preferences such as keto, vegan, and low-fat lifestyles. As fitness culture and wellness trends gain momentum, households are investing in appliances that support clean cooking. The rise of health influencers and nutrition-focused content is further amplifying product visibility. Technological improvements in air frying mechanisms are enhancing taste and texture, making them more appealing to health-conscious users. This shift toward mindful consumption is expected to sustain long-term growth in the air fryer market.

Restraint:

Competition from substitutes

The substitutes often offer broader functionality, including baking, roasting, and steaming, which can limit air fryer adoption. Price-sensitive consumers may opt for more versatile or budget-friendly options, especially in emerging markets. The proliferation of smart ovens and hybrid kitchen devices is fragmenting consumer attention. Additionally, traditional cooking methods remain deeply rooted in many cultures, slowing the transition to newer appliances. Marketing differentiation is becoming increasingly difficult as competitors mimic air fryer features. Without strong brand positioning and innovation, manufacturers may struggle to retain market share.

Opportunity:

Integration with smart kitchen ecosystems

Connectivity features such as app-based controls, voice activation, and recipe synchronization are transforming user experiences. Consumers are gravitating toward appliances that offer convenience, automation, and remote monitoring. Smart air fryers can now adjust temperature and cooking time based on food type, improving precision and reducing waste. Partnerships with IoT platforms and smart home systems are expanding product capabilities. As urban households embrace digital living, demand for intelligent kitchen appliances is surging. This trend is opening doors for innovation in user interface design, data analytics, and personalized cooking recommendations.

Threat:

Safety and durability concerns

Low-quality models may suffer from short lifespans, inconsistent performance, or fire

hazards, undermining consumer trust. Regulatory scrutiny is increasing, with agencies mandating stricter safety certifications and testing protocols. Negative reviews and social media backlash over product failures can damage brand reputation.

Manufacturers must invest in robust engineering and quality assurance to mitigate these risks. The use of non-stick coatings and plastic components also raises questions about long-term health impacts.

Covid-19 Impact:

Lockdowns and restaurant closures drove demand for convenient, health-oriented cooking solutions like air fryers. Supply chain disruptions initially caused inventory shortages and delayed product launches. However, e-commerce channels flourished, enabling brands to reach consumers directly and efficiently. Remote work and increased time at home led to experimentation with new recipes and cooking methods. Manufacturers responded by introducing compact, multi-functional models tailored to smaller households. Post-pandemic strategies now emphasize digital engagement, flexible distribution, and resilient sourcing to meet evolving consumer needs.

The basket-style segment is expected to be the largest during the forecast period

The basket-style segment is expected to account for the largest market share during the forecast period, due to its simplicity, affordability, and widespread consumer familiarity. These models are particularly popular among first-time buyers seeking easy-to-use appliances. Their compact design and straightforward operation make them ideal for daily use in small to medium-sized households. Manufacturers continue to enhance basket-style units with features like dual-zone cooking and rapid air circulation. The segment benefits from strong retail presence and favorable online reviews, reinforcing consumer confidence. As health-conscious cooking becomes mainstream, basket-style air fryers remain the go-to choice for oil-free meals. Their versatility and consistent performance are key drivers of sustained market leadership.

The commercial segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the commercial segment is predicted to witness the highest growth rate, driven by rising demand in foodservice establishments. Restaurants, cafes, and cloud kitchens are adopting air fryers to offer healthier menu options without compromising on taste. These units support high-volume cooking with faster turnaround times, improving operational efficiency. Innovations in capacity, programmability, and

energy efficiency are making commercial models more attractive. The rise of health-focused dining and quick-service formats is fueling equipment upgrades. Regulatory shifts toward healthier food preparation in institutional settings are also boosting adoption. As the hospitality sector rebounds post-pandemic, commercial air fryers are becoming essential kitchen assets.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, supported by rapid urbanization and changing dietary habits. Countries like China, India, and South Korea are witnessing a surge in middle-class households investing in modern kitchen appliances. Government initiatives promoting domestic manufacturing and digital retail are accelerating product availability. The region's growing awareness of lifestyle diseases is driving interest in low-oil cooking solutions. E-commerce platforms and influencer marketing are expanding consumer reach and education. Local brands are innovating with culturally tailored features and recipes to suit regional preferences. With rising disposable incomes and tech-savvy consumers, Asia Pacific is poised for sustained dominance.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, propelled by strong consumer demand and technological innovation. The U.S. and Canada are leading in smart appliance adoption, with air fryers becoming a staple in modern kitchens. High health awareness and busy lifestyles are driving preference for quick, oil-free cooking methods. Retailers are offering bundled deals and subscription-based recipe services to enhance user engagement. Regulatory support for energy-efficient appliances is encouraging product upgrades. Manufacturers are leveraging AI and IoT to deliver personalized cooking experiences. As wellness and convenience converge, North America continues to set the pace for air fryer innovation.

Key players in the market

Some of the key players in Air Fryer Market include Koninklijke Philips N.V., SharkNinja Operating LLC, Instant Brands Holdings Inc., COSORI, Groupe SEB, Breville Group Ltd., De'Longhi Group, Xiaomi Corporation, Newell Brands Inc., Conair LLC, Hamilton Beach Brands Holding Company, GoWISE USA, Midea Group Co., Ltd., Tristar Products Inc., Ar?elik A.S., TTK Prestige Ltd., Havells India Limited, Wonderchef Home Appliances Pvt. Ltd., Dash, and LG Electronics Inc.

Key Developments:

In October 2025, SharkNinja, Inc. announced Kevin Hart as a new global brand ambassador, joining David Beckham and marking the next chapter in the company's proven formula of fusing cutting-edge product innovation with relevant brand partnerships that drive culture. Hart teams up with SharkNinja to bring awareness for their innovative and user-friendly appliances across both the Shark and Ninja brands.

In September 2025, Royal Philips announced that it has entered a national partnership in the USA with Optum Healthcare. The inclusion of Philips' Mobile Cardiac Telemetry (MCOT) and Philips Extended Holter (ePatch) in the network is designed to enable earlier detection of cardiac conditions and timely clinical intervention. By expanding access to advanced cardiac ambulatory monitoring services for Optum members and streamlining the patient referral process, this collaboration supports proactive care and improved patient outcomes.

Product Types Covered:

- Basket-Style Air Fryers
- Oven-Style Air Fryers
- Paddle-Type
- Air Fryer Toaster Ovens
- Dual-Basket
- Other Product Types

Capacities Covered:

- Up to 2 Liters
- 2–4 Liters
- Above 4 Liters

Devices Covered:

Digital Air Fryers

Analog Air Fryers

Wi-Fi-Connected Air Fryers

Hybrid Air Fryers

Distribution Channels Covered:

Supermarkets & Hypermarkets

Specialty Stores

Multi-Brand Stores

E-commerce Websites

Company-Owned Websites

Other Distribution Channels

Applications Covered:

Residential

Commercial

Other Applications

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

Contents

1 EXECUTIVE SUMMARY

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Product Analysis
- 3.7 Application Analysis
- 3.8 Emerging Markets
- 3.9 Impact of Covid-19

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL AIR FRYER MARKET, BY PRODUCT TYPE

- 5.1 Introduction
- 5.2 Basket-Style Air Fryers
- 5.3 Oven-Style Air Fryers
- 5.4 Paddle-Type
- 5.5 Air Fryer Toaster Ovens
- 5.6 Dual-Basket
- 5.7 Other Product Types

6 GLOBAL AIR FRYER MARKET, BY CAPACITY

- 6.1 Introduction
- 6.2 Up to 2 Liters
- 6.3 2–4 Liters
- 6.4 Above 4 Liters

7 GLOBAL AIR FRYER MARKET, BY DEVICE

- 7.1 Introduction
- 7.2 Digital Air Fryers
- 7.3 Analog Air Fryers
- 7.4 Wi-Fi-Connected Air Fryers
- 7.5 Hybrid Air Fryers

8 GLOBAL AIR FRYER MARKET, BY DISTRIBUTION CHANNEL

- 8.1 Introduction
- 8.2 Supermarkets & Hypermarkets
- 8.3 Specialty Stores
- 8.4 Multi-Brand Stores
- 8.5 E-commerce Websites
- 8.6 Company-Owned Websites
- 8.7 Other Distribution Channels

9 GLOBAL AIR FRYER MARKET, BY APPLICATION

- 9.1 Introduction
- 9.2 Residential

9.3 Commercial

9.4 Other Applications

10 GLOBAL AIR FRYER MARKET, BY GEOGRAPHY

10.1 Introduction

10.2 North America

10.2.1 US

10.2.2 Canada

10.2.3 Mexico

10.3 Europe

10.3.1 Germany

10.3.2 UK

10.3.3 Italy

10.3.4 France

10.3.5 Spain

10.3.6 Rest of Europe

10.4 Asia Pacific

10.4.1 Japan

10.4.2 China

10.4.3 India

10.4.4 Australia

10.4.5 New Zealand

10.4.6 South Korea

10.4.7 Rest of Asia Pacific

10.5 South America

10.5.1 Argentina

10.5.2 Brazil

10.5.3 Chile

10.5.4 Rest of South America

10.6 Middle East & Africa

10.6.1 Saudi Arabia

10.6.2 UAE

10.6.3 Qatar

10.6.4 South Africa

10.6.5 Rest of Middle East & Africa

11 KEY DEVELOPMENTS

- 11.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 11.2 Acquisitions & Mergers
- 11.3 New Product Launch
- 11.4 Expansions
- 11.5 Other Key Strategies

12 COMPANY PROFILING

- 12.1 Koninklijke Philips N.V.
- 12.2 SharkNinja Operating LLC
- 12.3 Instant Brands Holdings Inc.
- 12.4 COSORI
- 12.5 Groupe SEB
- 12.6 Breville Group Ltd.
- 12.7 De'Longhi Group
- 12.8 Xiaomi Corporation
- 12.9 Newell Brands Inc.
- 12.10 Conair LLC
- 12.11 Hamilton Beach Brands Holding Company
- 12.12 GoWISE USA
- 12.13 Midea Group Co., Ltd.
- 12.14 Tristar Products Inc.
- 12.15 Ar?elik A.S.
- 12.16 TTK Prestige Ltd.
- 12.17 Havells India Limited
- 12.18 Wonderchef Home Appliances Pvt. Ltd.
- 12.19 Dash
- 12.20 LG Electronics Inc.

List Of Tables

LIST OF TABLES

- Table 1 Global Air Fryer Market Outlook, By Region (2024-2032) (\$MN)
- Table 2 Global Air Fryer Market Outlook, By Product Type (2024-2032) (\$MN)
- Table 3 Global Air Fryer Market Outlook, By Basket-Style Air Fryers (2024-2032) (\$MN)
- Table 4 Global Air Fryer Market Outlook, By Oven-Style Air Fryers (2024-2032) (\$MN)
- Table 5 Global Air Fryer Market Outlook, By Paddle-Type (2024-2032) (\$MN)
- Table 6 Global Air Fryer Market Outlook, By Air Fryer Toaster Ovens (2024-2032) (\$MN)
- Table 7 Global Air Fryer Market Outlook, By Dual-Basket (2024-2032) (\$MN)
- Table 8 Global Air Fryer Market Outlook, By Other Product Types (2024-2032) (\$MN)
- Table 9 Global Air Fryer Market Outlook, By Capacity (2024-2032) (\$MN)
- Table 10 Global Air Fryer Market Outlook, By Up to 2 Liters (2024-2032) (\$MN)
- Table 11 Global Air Fryer Market Outlook, By 2–4 Liters (2024-2032) (\$MN)
- Table 12 Global Air Fryer Market Outlook, By Above 4 Liters (2024-2032) (\$MN)
- Table 13 Global Air Fryer Market Outlook, By Device (2024-2032) (\$MN)
- Table 14 Global Air Fryer Market Outlook, By Digital Air Fryers (2024-2032) (\$MN)
- Table 15 Global Air Fryer Market Outlook, By Analog Air Fryers (2024-2032) (\$MN)
- Table 16 Global Air Fryer Market Outlook, By Wi-Fi-Connected Air Fryers (2024-2032) (\$MN)
- Table 17 Global Air Fryer Market Outlook, By Hybrid Air Fryers (2024-2032) (\$MN)
- Table 18 Global Air Fryer Market Outlook, By Distribution Channel (2024-2032) (\$MN)
- Table 19 Global Air Fryer Market Outlook, By Supermarkets & Hypermarkets (2024-2032) (\$MN)
- Table 20 Global Air Fryer Market Outlook, By Specialty Stores (2024-2032) (\$MN)
- Table 21 Global Air Fryer Market Outlook, By Multi-Brand Stores (2024-2032) (\$MN)
- Table 22 Global Air Fryer Market Outlook, By E-commerce Websites (2024-2032) (\$MN)
- Table 23 Global Air Fryer Market Outlook, By Company-Owned Websites (2024-2032) (\$MN)
- Table 24 Global Air Fryer Market Outlook, By Other Distribution Channels (2024-2032) (\$MN)
- Table 25 Global Air Fryer Market Outlook, By Application (2024-2032) (\$MN)
- Table 26 Global Air Fryer Market Outlook, By Residential (2024-2032) (\$MN)
- Table 27 Global Air Fryer Market Outlook, By Commercial (2024-2032) (\$MN)
- Table 28 Global Air Fryer Market Outlook, By Other Applications (2024-2032) (\$MN)
- Note: Tables for North America, Europe, APAC, South America, and Middle East &

Africa Regions are also represented in the same manner as above.

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