

# **Baby Food Blender Market Forecasts to 2032 – Global Analysis By Product Type (Standard Blenders, Handheld Immersion Blenders, All-in-One Steamer-Blender Models, Portable Baby Food Blenders, Electric Baby Food Makers, Manual Baby Food Makers and Other Product Types), Functionality (Steam & Blend, Blend Only, Multi-Function and Steam Only), Capacity, Material, Distribution Channel, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Baby Food Blender Market is accounted for \$1.27 billion in 2025 and is expected to reach \$1.97 billion by 2032 growing at a CAGR of 6.4% during the forecast period. Baby food blender is a specialized kitchen appliance designed to prepare smooth, nutrient-rich meals for infants and toddlers. It enables parents to puree fruits, vegetables, and proteins into age-appropriate textures, ensuring safe and healthy feeding. These blenders often feature compact designs, easy-to-clean components, and safety locks tailored for baby food preparation. Some models also include steaming, reheating, and storage functions, offering a convenient all-in-one solution for homemade baby nutrition while supporting dietary control and freshness.

### **Market Dynamics:**

Driver:

Rising demand for homemade baby food

Parents are increasingly opting for fresh, preservative-free nutrition over commercial jarred options, motivated by health consciousness and concerns over additives. This shift is supported by rising awareness of infant dietary needs and the benefits of nutrient-rich, customized food blends. Baby food blenders offer convenience, safety, and control over ingredients, making them essential tools for modern caregivers. The trend is further amplified by social media communities and parenting blogs promoting DIY baby food preparation.

#### Restraint:

##### High price sensitivity in emerging markets

Consumers in price-sensitive markets often prioritize basic kitchen appliances over specialized baby food blenders due to limited disposable income. Additionally, import duties and distribution costs inflate retail prices, making premium models inaccessible to a large segment of the population. Local manufacturers face challenges in producing cost-effective yet durable products that meet safety standards. This economic constraint limits market penetration and slows adoption rates in regions with high birth rates but low purchasing power.

#### Opportunity:

##### Smart and app-connected blenders

Technological innovation is unlocking new growth avenues through smart and app-integrated baby food blenders. These advanced appliances allow users to monitor blending cycles, access recipe libraries, and receive nutritional guidance via mobile apps. Features such as programmable settings, voice control, and cloud-based updates are enhancing user experience and driving product differentiation. As tech-savvy parents seek multifunctional solutions, manufacturers are investing in IoT-enabled designs that combine blending, steaming, and storage functionalities.

#### Threat:

##### Competition from multipurpose kitchen appliances

Consumers seeking value and space efficiency may opt for all-in-one appliances instead of dedicated baby food blenders. Additionally, aggressive marketing by established kitchen brands and the availability of bundled appliance packages dilute the

visibility of niche baby food products. This overlap in functionality poses a challenge to market exclusivity and brand loyalty. These multipurpose tools often offer similar capabilities blending, pureeing, and steaming at comparable or lower price points.

### Covid-19 Impact

The pandemic reshaped consumer behavior, accelerating the shift toward home-based baby food preparation. With lockdowns and health concerns limiting access to packaged baby foods, caregivers turned to homemade alternatives for safety and nutrition. This surge in demand boosted sales of baby food blenders, especially compact and portable models suited for small kitchens. However, supply chain disruptions and manufacturing delays temporarily affected product availability. Online retail channels gained prominence, and brands adapted by offering virtual demos and recipe support.

The portable baby food blenders segment is expected to be the largest during the forecast period

The portable baby food blenders segment is estimated to have a lucrative growth, due to their ergonomic design, ease of use, and suitability for travel and small households. These compact devices cater to busy parents who need quick, on-the-go solutions for preparing fresh meals. Their lightweight build, rechargeable batteries, and spill-proof containers enhance convenience and mobility. Manufacturers are also introducing models with detachable components and silent motors to improve usability. The segment benefits from rising urbanization and the growing number of dual-income families seeking efficient feeding tools.

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

The stainless steel segment is anticipated to witness the fastest CAGR growth during the forecast period, driven by its durability, hygiene benefits, and aesthetic appeal. Stainless steel components resist corrosion, retain flavor integrity, and are easier to sterilize compared to plastic alternatives. As consumers become more conscious of material safety and long-term value, demand for metal-based blenders is rising. This segment is also gaining traction among premium buyers who associate stainless steel with quality and performance. Innovations in lightweight alloys and brushed finishes are further enhancing product appeal.

### Region with highest share:

Asia Pacific is projected to hold the highest market share during the forecast period attributed to a large infant population, rising disposable incomes, and increasing awareness of child nutrition. Countries like China and India are witnessing a surge in urban parenting trends, with caregivers actively seeking modern feeding solutions. The region also benefits from expanding e-commerce platforms and localized manufacturing, which improve product accessibility. Government initiatives promoting maternal and child health are indirectly boosting demand for safe and efficient baby food preparation tools.

### Region with highest CAGR:

Europe is projected to have the highest CAGR over the forecast period, fueled by strong consumer preference for organic and homemade baby food. The region's stringent safety regulations and emphasis on eco-friendly materials are encouraging innovation in blender design and packaging. European parents are early adopters of smart kitchen technologies, driving demand for app-connected and multifunctional blenders. Additionally, rising birth rates in select countries and increased spending on premium baby care products are contributing to market growth.

### Key players in the market

Some of the key players profiled in the Baby Food Blender Market include Philips Avent, BEABA, Baby Brezza, Cuisinart, Hamilton Beach Brands, Tommee Tippee, NutriBullet, Ninja, Munchkin Inc., Chicco, Babymoov, Oster, KitchenAid, Braun Household, Magic Bullet, Elechomes, and Whale's Love.

### Key Developments:

In October 2025, Cuisinart launched its "Dreams" brand campaign to connect with younger families. The campaign emphasizes the kitchen as a creative space, not just for cooking. It features cinematic storytelling and new product showcases.

In August 2025, Philips Avent launched its Hands-free Electric Breast Pump in India during World Breastfeeding Week. Masaba Gupta was announced as the brand ambassador. Philips also partnered with Apollo Cradle & Children's Hospital to support maternal care.

In March 2025, NutriBullet launched the Ultra Plus+ Compact Kitchen System. It combines a blender, food processor, and grinder in one sleek unit. The system targets space-saving and multifunctional kitchen needs.

#### Product Types Covered:

Standard Blenders

Handheld Immersion Blenders

All-in-One Steamer-Blender Models

Portable Baby Food Blenders

Electric Baby Food Makers

Manual Baby Food Makers

Other Product Types

#### Functionalities Covered:

Steam & Blend

Blend Only

Multi-Function

Steam Only

#### Capacities Covered:

Low-Power

Mid-Power

High-Power

Materials Covered:

Plastic

Glass

Stainless Steel

Other Materials

Distribution Channels Covered:

Online Retail

Supermarkets & Hypermarkets

Specialty Baby Stores

Multi-Brand Electronics

Institutional Sales

Other Distribution Channels

End Users Covered:

Households

Childcare Centers

Hospitals & Clinics

Other End Users

**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 End User 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 BABY FOOD BLENDER MARKET, BY PRODUCT TYPE**

- 5.1 Introduction
- 5.2 Standard Blenders
- 5.3 Handheld Immersion Blenders
- 5.4 All-in-One Steamer-Blender Models
- 5.5 Portable Baby Food Blenders
- 5.6 Electric Baby Food Makers
- 5.7 Manual Baby Food Makers
- 5.8 Other Product Types

## **6 GLOBAL BABY FOOD BLENDER MARKET, BY FUNCTIONALITY**

- 6.1 Introduction
- 6.2 Steam & Blend
- 6.3 Blend Only
- 6.4 Multi-Function
- 6.5 Steam Only

## **7 GLOBAL BABY FOOD BLENDER MARKET, BY CAPACITY**

- 7.1 Introduction
- 7.2 Low-Power
- 7.3 Mid-Power
- 7.4 High-Power

## **8 GLOBAL BABY FOOD BLENDER MARKET, BY MATERIAL**

- 8.1 Introduction
- 8.2 Plastic
- 8.3 Glass
- 8.4 Stainless Steel
- 8.5 Other Materials

## **9 GLOBAL BABY FOOD BLENDER MARKET, BY DISTRIBUTION CHANNEL**

- 9.1 Introduction
- 9.2 Online Retail
- 9.3 Supermarkets & Hypermarkets

- 9.4 Specialty Baby Stores
- 9.5 Multi-Brand Electronics
- 9.6 Institutional Sales
- 9.7 Other Distribution Channels

## **10 GLOBAL BABY FOOD BLENDER MARKET, BY END USER**

- 10.1 Introduction
- 10.2 Households
- 10.3 Childcare Centers
- 10.4 Hospitals & Clinics
- 10.5 Other End Users

## **11 GLOBAL BABY FOOD BLENDER MARKET, BY GEOGRAPHY**

- 11.1 Introduction
- 11.2 North America
  - 11.2.1 US
  - 11.2.2 Canada
  - 11.2.3 Mexico
- 11.3 Europe
  - 11.3.1 Germany
  - 11.3.2 UK
  - 11.3.3 Italy
  - 11.3.4 France
  - 11.3.5 Spain
  - 11.3.6 Rest of Europe
- 11.4 Asia Pacific
  - 11.4.1 Japan
  - 11.4.2 China
  - 11.4.3 India
  - 11.4.4 Australia
  - 11.4.5 New Zealand
  - 11.4.6 South Korea
  - 11.4.7 Rest of Asia Pacific
- 11.5 South America
  - 11.5.1 Argentina
  - 11.5.2 Brazil
  - 11.5.3 Chile

- 11.5.4 Rest of South America
- 11.6 Middle East & Africa
  - 11.6.1 Saudi Arabia
  - 11.6.2 UAE
  - 11.6.3 Qatar
  - 11.6.4 South Africa
  - 11.6.5 Rest of Middle East & Africa

## **12 KEY DEVELOPMENTS**

- 12.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 12.2 Acquisitions & Mergers
- 12.3 New Product Launch
- 12.4 Expansions
- 12.5 Other Key Strategies

## **13 COMPANY PROFILING**

- 13.1 Philips Avent
- 13.2 BEABA
- 13.3 Baby Brezza
- 13.4 Cuisinart
- 13.5 Hamilton Beach Brands
- 13.6 Tommee Tippee
- 13.7 NutriBullet
- 13.8 Ninja
- 13.9 Munchkin Inc.
- 13.10 Chicco
- 13.11 Babymoov
- 13.12 Oster
- 13.13 KitchenAid
- 13.14 Braun Household
- 13.15 Magic Bullet
- 13.16 Elechomes
- 13.17 Whale's Love

## List Of Tables

### LIST OF TABLES

Table 1 Global Baby Food Blender Market Outlook, By Region (2024-2032) (\$MN)

Table 2 Global Baby Food Blender Market Outlook, By Product Type (2024-2032) (\$MN)

Table 3 Global Baby Food Blender Market Outlook, By Standard Blenders (2024-2032) (\$MN)

Table 4 Global Baby Food Blender Market Outlook, By Handheld Immersion Blenders (2024-2032) (\$MN)

Table 5 Global Baby Food Blender Market Outlook, By All-in-One Steamer-Blender Models (2024-2032) (\$MN)

Table 6 Global Baby Food Blender Market Outlook, By Portable Baby Food Blenders (2024-2032) (\$MN)

Table 7 Global Baby Food Blender Market Outlook, By Electric Baby Food Makers (2024-2032) (\$MN)

Table 8 Global Baby Food Blender Market Outlook, By Manual Baby Food Makers (2024-2032) (\$MN)

Table 9 Global Baby Food Blender Market Outlook, By Other Product Types (2024-2032) (\$MN)

Table 10 Global Baby Food Blender Market Outlook, By Functionality (2024-2032) (\$MN)

Table 11 Global Baby Food Blender Market Outlook, By Steam & Blend (2024-2032) (\$MN)

Table 12 Global Baby Food Blender Market Outlook, By Blend Only (2024-2032) (\$MN)

Table 13 Global Baby Food Blender Market Outlook, By Multi-Function (2024-2032) (\$MN)

Table 14 Global Baby Food Blender Market Outlook, By Steam Only (2024-2032) (\$MN)

Table 15 Global Baby Food Blender Market Outlook, By Capacity (2024-2032) (\$MN)

Table 16 Global Baby Food Blender Market Outlook, By Low-Power (2024-2032) (\$MN)

Table 17 Global Baby Food Blender Market Outlook, By Mid-Power (2024-2032) (\$MN)

Table 18 Global Baby Food Blender Market Outlook, By High-Power (2024-2032) (\$MN)

Table 19 Global Baby Food Blender Market Outlook, By Material (2024-2032) (\$MN)

Table 20 Global Baby Food Blender Market Outlook, By Plastic (2024-2032) (\$MN)

Table 21 Global Baby Food Blender Market Outlook, By Glass (2024-2032) (\$MN)

Table 22 Global Baby Food Blender Market Outlook, By Stainless Steel (2024-2032) (\$MN)

Table 23 Global Baby Food Blender Market Outlook, By Other Materials (2024-2032)

(\$MN)

Table 24 Global Baby Food Blender Market Outlook, By Distribution Channel  
(2024-2032) (\$MN)

Table 25 Global Baby Food Blender Market Outlook, By Online Retail (2024-2032)  
(\$MN)

Table 26 Global Baby Food Blender Market Outlook, By Supermarkets & Hypermarkets  
(2024-2032) (\$MN)

Table 27 Global Baby Food Blender Market Outlook, By Specialty Baby Stores  
(2024-2032) (\$MN)

Table 28 Global Baby Food Blender Market Outlook, By Multi-Brand Electronics  
(2024-2032) (\$MN)

Table 29 Global Baby Food Blender Market Outlook, By Institutional Sales (2024-2032)  
(\$MN)

Table 30 Global Baby Food Blender Market Outlook, By Other Distribution Channels  
(2024-2032) (\$MN)

Table 31 Global Baby Food Blender Market Outlook, By End User (2024-2032) (\$MN)

Table 32 Global Baby Food Blender Market Outlook, By Households (2024-2032)  
(\$MN)

Table 33 Global Baby Food Blender Market Outlook, By Childcare Centers (2024-2032)  
(\$MN)

Table 34 Global Baby Food Blender Market Outlook, By Hospitals & Clinics (2024-2032)  
(\$MN)

Table 35 Global Baby Food Blender Market Outlook, By Other End Users (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.

## I would like to order

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