

Toast Maker Market Forecasts to 2032 – Global Analysis By Product Type (Pop-Up Toasters, Toaster Ovens, Conveyor Toasters, and Other Product Types), Price Range, Distribution Channel, Feature, Material, Application and By Geography

<https://marketpublishers.com/r/T7DDFA6CC886EN.html>

Date: September 2025

Pages: 200

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

ID: T7DDFA6CC886EN

Abstracts

According to Statistics MRC, the Global Toast Maker Market is accounted for \$1.47 billion in 2025 and is expected to reach \$2.63 billion by 2032 growing at a CAGR of 8.6% during the forecast period. A toast maker is a small kitchen device that efficiently toasts bread by applying heat to both sides at once, producing evenly browned slices in a short time. Many units feature adjustable browning controls, non-stick plates for hassle-free cleaning, and safety mechanisms like automatic shut-off. This appliance is widely used to quickly prepare breakfast or snacks, offering a simple and convenient way to enjoy toasted bread.

According to the 'Flour & Bread Consumption' report published in 2019 by the National Association of British and Irish Millers, in the U.K. about 60% of flour produced is used for manufacturing of bread products, whereas, about 130 million slices of bread are purchased per day.

Market Dynamics:

Driver:

Increasing demand for convenience

The growing consumer preference for time-saving kitchen appliances is fueling demand for toast makers. Urban lifestyles and busy schedules are prompting households to

invest in quick breakfast solutions. Toast makers offer a hassle-free way to prepare meals, aligning with the rising need for convenience. Manufacturers are introducing compact, multi-functional models to cater to space-constrained kitchens. The surge in single-person households and working professionals is further boosting adoption. As smart kitchens become mainstream, toast makers are increasingly viewed as essential daily-use appliances.

Restraint:

High repair and maintenance costs

Components such as heating coils and timers are prone to wear, requiring specialized servicing. Consumers often find replacement parts expensive or hard to source, especially for imported models. This drives reluctance in purchasing high-end variants, impacting overall market growth. Warranty limitations and lack of standardized servicing networks add to the burden. As a result, long-term ownership costs can deter budget-conscious buyers from upgrading or replacing units.

Opportunity:

Integration with smart home ecosystems (IoT)

The integration of toast makers into smart home ecosystems presents a promising growth avenue. IoT-enabled models allow users to control settings remotely via mobile apps or voice assistants. Features like programmable browning levels and auto shut-off enhance user experience and energy efficiency. Manufacturers are exploring connectivity with other kitchen devices to create synchronized breakfast routines. This trend is gaining traction among tech-savvy consumers seeking personalized appliance interactions. As smart home adoption rises globally, toast makers with IoT capabilities are poised to become a staple in connected kitchens.

Threat:

Trade policy and tariffs

Global trade tensions and fluctuating tariffs pose risks to toast maker manufacturers and distributors. Import duties on electrical components and finished goods can inflate production costs. Countries revising trade agreements may disrupt supply chains and sourcing strategies. Smaller brands relying on overseas manufacturing are particularly

vulnerable to regulatory shifts. Uncertainty around customs policies can delay shipments and affect inventory planning. These factors may lead to price volatility and reduced competitiveness in international markets.

Covid-19 Impact:

The pandemic initially disrupted toast maker production due to factory shutdowns and supply chain bottlenecks. Consumer spending shifted toward essential goods, temporarily slowing appliance sales. However, prolonged home confinement revived interest in kitchen gadgets, including toast makers. E-commerce platforms saw a surge in demand as consumers upgraded home cooking setups. Brands responded by enhancing digital marketing and offering contactless delivery options. Post-Covid strategies now focus on resilient sourcing, automation, and direct-to-consumer engagement.

The pop-up toasters segment is expected to be the largest during the forecast period

The pop-up toasters segment is expected to account for the largest market share during the forecast period, due to their ease of use, affordability, and compact design make them a preferred choice for households. Pop-up models cater to a wide range of bread types and offer consistent browning results. Technological upgrades such as digital timers and defrost functions are enhancing product appeal. Retailers are stocking diverse variants to meet regional taste preferences and aesthetic trends. As breakfast routines remain central to daily life, pop-up toasters continue to lead in volume and value.

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

Over the forecast period, the commercial applications segment is predicted to witness the highest growth rate. Hotels, cafes, and quick-service restaurants are increasingly investing in high-capacity, durable models. The rise in breakfast-focused menus and buffet services is driving bulk procurement. Manufacturers are introducing industrial-grade toast makers with faster throughput and programmable settings. Energy-efficient designs and easy maintenance features are attracting foodservice operators. As dining out rebounds post-pandemic, commercial demand for toast makers is set to accelerate.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, due to rapid urbanization and rising disposable incomes are expanding the consumer base across countries like China, India, and Japan. Local brands are launching affordable models tailored to regional preferences and voltage standards. Government initiatives promoting domestic manufacturing are supporting market growth. Retail penetration through supermarkets and online platforms is increasing product accessibility. The region's evolving breakfast habits and tech adoption are reinforcing its leadership in the toast maker market.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR. Consumers in the U.S. and Canada are embracing smart kitchen appliances with advanced features. High awareness of energy efficiency and product innovation is driving premium segment growth. Retailers are offering bundled kitchen solutions, boosting toast maker sales. The region benefits from strong e-commerce infrastructure and proactive customer support services. As personalization and automation trends deepen, North America is setting benchmarks for toast maker innovation and adoption.

Key players in the market

Some of the key players in Toast Maker Market include Breville Group Limited, Koninklijke Philips N.V., Panasonic Corporation, Spectrum Brands Holdings, Inc., Hamilton Beach Brands Holding Company, Morphy Richards Ltd., Dualit Ltd., Cuisinart, De'Longhi S.p.A., Sunbeam Products, Inc., KitchenAid, Russell Hobbs Inc., Bajaj Electricals Ltd., Havells India Ltd., TTK Prestige Ltd., Kenwood Limited, and SMEG S.p.A.

Key Developments:

In August 2025, Panasonic Automotive Systems Co., Ltd. and VicOne Corporation have expanded the capabilities of their security innovation to support container environments in next-generation cockpit systems and have completed the technical validation. This security innovation integrates VicOne's xCarbon vehicle security software into Panasonic Automotive Systems' VERZEUSE® for Virtualization Extensions Type-3 attack detection and protection innovation, which was announced in October 2024, to expand its capabilities.

In May 2025, Morphy Richards has launched its Central American presence with the

opening of its premier brand experience store. The flagship location has seen overwhelming consumer enthusiasm, validating strong demand for the brand's innovative offerings. Consumers here are drawn to Morphy Richards' British heritage and innovative design," stated a key Central American distribution partner. "We're confident the products will resonate widely and plan to steadily expand the local lineup, bringing a blend of classic and innovative appliances into consumers' lives.

Product Types Covered:

Pop-Up Toasters

Toaster Ovens

Conveyor Toasters

Other Product Types

Price Ranges Covered:

Low Price Range

Medium Price Range

High/Premium Price Range

Distribution Channels Covered:

Supermarkets & Hypermarkets

Specialty & Brand Stores

Online Distribution Channel

E-commerce Platforms

Company-owned Websites

Other Distribution Channels

Features Covered:

Adjustable Browning Settings

Automatic Shut-off

Crumb Tray

Bagel Setting

Frozen Food Setting

Smart Connectivity

Other Features

Materials Covered:

Stainless Steel

Plastic

Mixed Composite

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 TOAST MAKER MARKET, BY PRODUCT TYPE

- 5.1 Introduction
- 5.2 Pop-Up Toasters
 - 5.2.1 2-Slice Toasters
 - 5.2.2 4-Slice Toasters
- 5.3 Toaster Ovens
- 5.4 Conveyor Toasters
- 5.5 Other Product Types

6 GLOBAL TOAST MAKER MARKET, BY PRICE RANGE

- 6.1 Introduction
- 6.2 Low Price Range
- 6.3 Medium Price Range
- 6.4 High/Premium Price Range

7 GLOBAL TOAST MAKER MARKET, BY DISTRIBUTION CHANNEL

- 7.1 Introduction
- 7.2 Supermarkets & Hypermarkets
- 7.3 Specialty & Brand Stores
- 7.4 Online Distribution Channel
- 7.5 E-commerce Platforms
- 7.6 Company-owned Websites
- 7.7 Other Distribution Channels

8 GLOBAL TOAST MAKER MARKET, BY FEATURE

- 8.1 Introduction
- 8.2 Adjustable Browning Settings
- 8.3 Automatic Shut-off
- 8.4 Crumb Tray
- 8.5 Bagel Setting
- 8.6 Frozen Food Setting
- 8.7 Smart Connectivity
- 8.8 Other Features

9 GLOBAL TOAST MAKER MARKET, BY MATERIAL

- 9.1 Introduction
- 9.2 Stainless Steel
- 9.3 Plastic
- 9.4 Mixed Composite

10 GLOBAL TOAST MAKER MARKET, BY APPLICATION

- 10.1 Introduction
- 10.2 Residential
- 10.3 Commercial
- 10.4 Other Applications

11 GLOBAL TOAST MAKER 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 Breville Group Limited
- 13.2 Koninklijke Philips N.V.
- 13.3 Panasonic Corporation
- 13.4 Spectrum Brands Holdings, Inc.
- 13.5 Hamilton Beach Brands Holding Company
- 13.6 Morphy Richards Ltd.
- 13.7 Dualit Ltd.
- 13.8 Cuisinart
- 13.9 De'Longhi S.p.A.
- 13.10 Sunbeam Products, Inc.
- 13.11 KitchenAid
- 13.12 Russell Hobbs Inc.
- 13.13 Bajaj Electricals Ltd.
- 13.14 Havells India Ltd.
- 13.15 TTK Prestige Ltd.
- 13.16 Kenwood Limited
- 13.17 SMEG S.p.A

List Of Tables

LIST OF TABLES

- Table 1 Global Toast Maker Market Outlook, By Region (2024-2032) (\$MN)
- Table 2 Global Toast Maker Market Outlook, By Product Type (2024-2032) (\$MN)
- Table 3 Global Toast Maker Market Outlook, By Pop-Up Toasters (2024-2032) (\$MN)
- Table 4 Global Toast Maker Market Outlook, By 2-Slice Toasters (2024-2032) (\$MN)
- Table 5 Global Toast Maker Market Outlook, By 4-Slice Toasters (2024-2032) (\$MN)
- Table 6 Global Toast Maker Market Outlook, By Toaster Ovens (2024-2032) (\$MN)
- Table 7 Global Toast Maker Market Outlook, By Conveyor Toasters (2024-2032) (\$MN)
- Table 8 Global Toast Maker Market Outlook, By Other Product Types (2024-2032) (\$MN)
- Table 9 Global Toast Maker Market Outlook, By Price Range (2024-2032) (\$MN)
- Table 10 Global Toast Maker Market Outlook, By Low Price Range (2024-2032) (\$MN)
- Table 11 Global Toast Maker Market Outlook, By Medium Price Range (2024-2032) (\$MN)
- Table 12 Global Toast Maker Market Outlook, By High/Premium Price Range (2024-2032) (\$MN)
- Table 13 Global Toast Maker Market Outlook, By Distribution Channel (2024-2032) (\$MN)
- Table 14 Global Toast Maker Market Outlook, By Supermarkets & Hypermarkets (2024-2032) (\$MN)
- Table 15 Global Toast Maker Market Outlook, By Specialty & Brand Stores (2024-2032) (\$MN)
- Table 16 Global Toast Maker Market Outlook, By Online Distribution Channel (2024-2032) (\$MN)
- Table 17 Global Toast Maker Market Outlook, By E-commerce Platforms (2024-2032) (\$MN)
- Table 18 Global Toast Maker Market Outlook, By Company-owned Websites (2024-2032) (\$MN)
- Table 19 Global Toast Maker Market Outlook, By Other Distribution Channels (2024-2032) (\$MN)
- Table 20 Global Toast Maker Market Outlook, By Feature (2024-2032) (\$MN)
- Table 21 Global Toast Maker Market Outlook, By Adjustable Browning Settings (2024-2032) (\$MN)
- Table 22 Global Toast Maker Market Outlook, By Automatic Shut-off (2024-2032) (\$MN)
- Table 23 Global Toast Maker Market Outlook, By Crumb Tray (2024-2032) (\$MN)
- Table 24 Global Toast Maker Market Outlook, By Bagel Setting (2024-2032) (\$MN)

Table 25 Global Toast Maker Market Outlook, By Frozen Food Setting (2024-2032) (\$MN)

Table 26 Global Toast Maker Market Outlook, By Smart Connectivity (2024-2032) (\$MN)

Table 27 Global Toast Maker Market Outlook, By Other Features (2024-2032) (\$MN)

Table 28 Global Toast Maker Market Outlook, By Material (2024-2032) (\$MN)

Table 29 Global Toast Maker Market Outlook, By Stainless Steel (2024-2032) (\$MN)

Table 30 Global Toast Maker Market Outlook, By Plastic (2024-2032) (\$MN)

Table 31 Global Toast Maker Market Outlook, By Mixed Composite (2024-2032) (\$MN)

Table 32 Global Toast Maker Market Outlook, By Application (2024-2032) (\$MN)

Table 33 Global Toast Maker Market Outlook, By Residential (2024-2032) (\$MN)

Table 34 Global Toast Maker Market Outlook, By Commercial (2024-2032) (\$MN)

Table 35 Global Toast Maker 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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