

Electric Iron Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product (Dry, Steam), By Function (Automatic, Non-automatic), By Application (Residential, Commercial), By Distribution Channel (Offline, Online), By Region & Competition, 2021-2031F

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Abstracts

The Global Electric Iron Market is projected to expand from USD 3.17 Billion in 2025 to USD 5.22 Billion by 2031, registering a CAGR of 8.67%. An electric iron is a compact domestic appliance utilized to smooth fabrics and eliminate wrinkles via the application of heat and pressure, frequently integrating steam generation to aid in fiber relaxation. The market is primarily driven by rapid urbanization and the growing global working-class demographic, which creates a sustained necessity for well-maintained professional clothing. Additionally, increasing electricity affordability and the broadening of retail networks in developing nations are expanding the consumer base, ensuring steady demand for these fundamental household care items.

Despite this positive outlook, the industry confronts a major challenge regarding the volatility of raw material costs, which can negatively affect manufacturing expenses and final retail pricing. Nonetheless, global trade within this sector remains vigorous. Data from the 'China Household Electrical Appliances Association' in '2024' indicates that China's exports of home appliances reached 112.42 billion US dollars, marking a 14 percent year-on-year increase fueled by a broad recovery in small home appliance shipments. This evidence highlights the sector's resilience and the enduring international demand for domestic maintenance devices.

Market Driver

Technological advancements and product innovation are transforming the Global Electric Iron Market as manufacturers incorporate smart features to improve user safety and convenience. Contemporary appliances now boast automated temperature controls, sophisticated steam generation systems, and energy-efficient capabilities that attract environmentally conscious buyers. This emphasis on high-performance attributes is generating revenue growth for key industry players dedicated to research and development. For instance, Versuni India Home Solutions Ltd reported in its 'Annual Report 2023-24' in August 2024 that it achieved a total revenue of 17.45 billion Indian rupees, with its garment care segment showing strong results credited to persistent innovation and consumer-focused design. Such strategic progress ensures brands remain competitive by meeting the changing fiber care requirements of modern households.

The proliferation of e-commerce and online retail platforms has further accelerated market growth by democratizing access to a diverse array of ironing products. Digital storefronts enable consumers to easily compare prices, review feedback, and purchase premium models that may be absent from local physical stores, thereby increasing replacement rates. This shift toward digital commerce is compelling manufacturers to refine their distribution methods. As noted in the 'Half-Year Financial Report' by Groupe SEB in July 2024, online channels accounted for 40 percent of its total multi-channel distribution, highlighting the prevalence of internet-based sales. This digital momentum aligns with broader industry trends of sustained export activity, as the China Household Electrical Appliances Association reported in 2024 that the cumulative export value of home appliances hit 66.05 billion US dollars between January and July, demonstrating the robust global trade flows supporting this market.

Market Challenge

The unpredictability of raw material costs poses a significant obstacle for the Global Electric Iron Market, primarily impacting the production of critical components such as soleplates, casings, and heating elements. Electric irons depend heavily on commodities like steel, aluminum, and copper, alongside specialized heat-resistant plastics. When the prices of these inputs fluctuate erratically, manufacturers face difficulties in maintaining stable production budgets. This instability often forces producers to either absorb the additional costs, which significantly diminishes profit margins, or pass these expenses on to consumers through higher retail prices.

Consequently, this dynamic directly impedes market growth by reducing product

affordability for price-sensitive segments and complicating long-term investment planning. Companies are frequently forced to postpone product innovations or inventory expansion due to these budgetary uncertainties. According to the 'Institute for Supply Management', raw material prices in the manufacturing sector were projected to rise by 3.2 percent during the first five months of '2024'. Such persistent cost pressure establishes a difficult environment where capital is diverted toward managing operational expenses rather than driving market expansion or enhancing product features.

Market Trends

The integration of vertical steaming and sanitization capabilities is redefining the market as consumers increasingly prefer devices that provide hygienic fabric care without the physical limitations of an ironing board. This trend meets the rising demand for quick garment refreshment and disinfection, particularly among urban professionals seeking efficiency in maintaining delicate textiles. Manufacturers are leveraging this shift by introducing dual-function appliances that combine traditional pressing with high-output steaming, thereby stimulating replacement purchases. This strong consumer appetite for advanced home care solutions is evident in recent market data; according to the China Household Electrical Appliances Association's January 2025 article, 'Data | Retail Sales of Household Appliances and Audio-Visual Equipment in November up 22.2% YoY', the domestic retail sector saw a 22.2 percent year-on-year sales increase in November, highlighting the momentum for upgraded household maintenance devices.

Concurrently, the rising popularity of cordless and rechargeable models is driving a significant replacement cycle by eliminating the safety hazards and maneuverability restrictions associated with power cables. These units are witnessing accelerated adoption due to improvements in battery thermal retention and rapid-charging docks, which allow for continuous usage comparable to corded counterparts. This trajectory of innovation has broadened the addressable market, fueling a surge in global shipment volumes as retailers stock these modern portable solutions. As reported by the China Chamber of Commerce for Import and Export of Machinery and Electronic Products in February 2025, within the report 'In 2024, China Exported 4.48 Billion Household Appliances', the industry recorded a 20.8 percent increase in export volume over the previous year, emphasizing the substantial international demand for the latest iterations of domestic appliances.

Key Market Players

- Bajaj Electricals Limited

- Koninklijke Philips N.V.

- LG Electronics Inc.

- Samsung Electronics Co., Ltd.

- Robert Bosch GmbH

- Whirlpool Corporation

- AB Electrolux

- Panasonic Corporation

- SEB SA

- Spectrum Brands Holdings, Inc.

Report Scope

In this report, the Global Electric Iron Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

- Electric Iron Market, By Product

- Dry

- Steam

- Electric Iron Market, By Function

- Automatic

- Non-automatic

- Electric Iron Market, By Application

- Residential

- Commercial

- Electric Iron Market, By Distribution Channel

- Offline

- Online

- Electric Iron Market, By Region

- North America

- United States

- Canada

- Mexico

- Europe

- France

- United Kingdom

- Italy

- Germany

- Spain

- Asia Pacific

- China

- India

- Japan

%li%%li%%li%Australia

%li%%li%%li%South Korea

%li%%li%South America

%li%%li%%li%Brazil

%li%%li%%li%Argentina

%li%%li%%li%Colombia

%li%%li%Middle East & Africa

%li%%li%%li%South Africa

%li%%li%%li%Saudi Arabia

%li%%li%%li%UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Electric Iron Market.

Available Customizations:

Global Electric Iron Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

%li%Detailed analysis and profiling of additional market players (up to five).

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