

Juicer Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Manual Juicers, Electric Juicers), By Application (Residential, Commercial), By Sales Channel (Supermarket/Hypermarket, Specialty Stores, Online, Others), By Region & Competition, 2021-2031F

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Abstracts

The Global Juicer Market is projected to expand from USD 3.18 Billion in 2025 to USD 4.79 Billion by 2031, reflecting a CAGR of 7.07%. Juicers are specialized kitchen appliances designed to extract liquid nutrition from fruits and vegetables through crushing or squeezing mechanisms. The primary drivers fueling this global market include a rising worldwide focus on health and wellness, with consumers increasingly prioritizing fresh and nutritious dietary options. Additionally, rapid urbanization and growing disposable incomes have broadened the consumer base for efficient, convenient kitchen solutions that facilitate healthy living with minimal effort.

However, market growth faces a major hurdle due to the high upfront cost of premium models, which restricts adoption among budget-conscious demographics in developing regions. This challenge is further complicated by the widespread availability of affordable, prepackaged healthy beverages that serve as convenient substitutes. Regarding industrial performance, the 'China Household Electrical Appliances Association' noted in '2024' that 'cumulative exports of home appliances totaled 112.42 billion USD with small home appliances showing a comprehensive rebound in both volume and value'.

Market Driver

Rising Consumer Health and Wellness Consciousness is fundamentally transforming the global juicer market, as individuals increasingly prioritize homemade, nutrient-rich beverages to enhance immunity and lifestyle quality. This elevated focus on nutrition is widening the consumer base beyond niche health enthusiasts to include families and younger demographics seeking control over their food ingredients. The demand for appliances that support these healthy habits has led to substantial export growth for manufacturers targeting international wellness trends. For instance, according to a 'China Daily' article from May 2024 titled 'Home appliance makers eye bigger global reach', Bear Electric Appliance Co Ltd reported a 105.66 percent year-on-year surge in overseas sales revenue, driven largely by international consumers paying greater attention to personal health and food safety.

Technological Advancements in Cold-Press and Slow Juicing are concurrently driving market value by addressing persistent consumer pain points regarding noise, oxidation, and cleaning difficulties. Manufacturers are successfully stimulating replacement cycles by introducing premium models featuring high-torque motors and compact footprints suited for modern urban living, thereby sustaining revenue despite a challenging economic environment. Highlighting the financial impact of this innovation-led strategy, the Breville Group reported in its 'Annual Report 2024' from August 2024 that it achieved record revenue exceeding 1.52 billion AUD, significantly supported by new product launches globally. Similarly, Groupe SEB's 'Provisional Sales 2024' report from January 2025 indicated total annual sales of 8,266 million Euros, noting that the small domestic equipment market remained buoyant due to continuous product innovation.

Market Challenge

The primary obstacle hindering the expansion of the global juicer market is the prohibitive initial cost associated with premium juicing technologies. Advanced models, particularly cold-press and masticating juicers that offer superior nutrient retention, command prices that often exceed the discretionary spending power of mass-market consumers. This pricing disparity creates a distinct barrier to entry for budget-conscious demographics, especially in developing regions where price sensitivity is high. Consequently, potential customers frequently forgo dedicated appliances in favor of more accessible alternatives, such as affordable, prepackaged healthy beverages which provide immediate convenience without requiring a significant capital investment.

This economic friction directly impacts sales volumes, leading to stagnation in non-premium segments as consumers postpone discretionary purchases. The reluctance to invest in high-cost appliances during periods of economic uncertainty is reflected in

recent industry performance metrics. According to the 'ZVEI' (German Electrical and Electronic Manufacturers' Association), domestic turnover for large and small household appliances in '2024' reached approximately 10.1 billion Euros, indicating a market stabilizing at a low level due to a restrained consumer climate. This data underscores how financial caution limits the widespread adoption of specialized kitchen appliances, preventing the market from realizing its full growth potential despite prevailing health and wellness trends.

Market Trends

The Proliferation of Portable and Cordless Juicing Devices is altering the market as consumers increasingly demand greater mobility. This trend caters to modern lifestyles by enabling users to prepare fresh beverages while in transit, eliminating the constraints of wired devices. Manufacturers are responding with compact, battery-powered units that maintain performance while enhancing convenience. This strategic pivot is yielding tangible financial results; according to SharkNinja's 'Second Quarter 2025 Results' from August 2025, the company reported a 15.7% increase in net sales to 1,444.9 million USD, supported by the performance of its food preparation appliances segment which includes these on-the-go solutions.

The Emergence of Multifunctional and Hybrid Kitchen Appliances is gaining traction as urban residents seek value and space efficiency. Consumers increasingly favor machines that combine juicing and blending capabilities into a single footprint to save space and offer broader utility. This consolidation justifies premium price points and drives replacement cycles. The success of this innovation is evident in recent industrial performance; according to JS Global Lifestyle Company Limited's 'Annual Results Announcement 2024' from March 2025, the group achieved an 11.5% revenue increase to 1,593.6 million USD, driven by versatile products like the Multi-purpose Wall Breaking Nutrition Master.

Key Market Players

Procter & Gamble

Breville USA, Inc.

Sunbeam Products, Inc.

Hurom India

Cuisinart

KUVINGS

Koninklijke Philips N.V

Panasonic Corporation

AB Electrolux

Midea Retail (PTY) Ltd.

Report Scope

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

Juicer Market, By Product Type

Manual Juicers

Electric Juicers

Juicer Market, By Application

Residential

Commercial

Juicer Market, By Sales Channel

Supermarket/Hypermarket

Specialty Stores

Online

Others

Juicer Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

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

Available Customizations:

Global Juicer 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

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

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