

Smart Appliances Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Smart Home Appliances, Smart Kitchen Appliances), By End-User (Residential, Commercial), By Sales Channel (Supermarkets/Hypermarkets, Exclusive Stores, Online, and Others), By Region & Competition, 2021-2031F

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Abstracts

The Global Smart Appliances Market is projected to expand from USD 41.30 Billion in 2025 to USD 83.59 Billion by 2031, achieving a CAGR of 12.47%. Smart appliances are defined as interconnected household devices featuring wireless communication and sensors that facilitate remote monitoring, automation, and data exchange with external systems. The primary factors driving this market's growth include a global focus on energy efficiency to lower utility costs and a rising consumer desire for the convenience offered by remote home management, prompting manufacturers to embed connectivity into standard products for widespread residential adoption.

Data from the 'Association of Home Appliance Manufacturers' released in '2025' indicates that 'domestic shipments of major home appliances in the United States totaled 76.2 million units in 2024', marking a '2.6% increase from the previous year'. Despite this positive growth trajectory, the market faces a significant challenge due to the lack of seamless interoperability between brands. This fragmentation creates consumer frustration and hinders the development of a fully integrated smart home ecosystem, which potentially limits broader market penetration and stalls further expansion.

Market Driver

The increasing integration of Internet of Things (IoT) technology is fundamentally transforming the global smart appliances market by converting standard devices into intelligent systems capable of enhanced convenience and remote management. This convergence allows manufacturers to introduce value-added subscription services and improve ecosystem interoperability, factors that are becoming key purchasing drivers. For example, LG Electronics reported in their 'Fourth-Quarter and Full-Year 2024 Financial Results' from January 2025 that revenue from home appliance subscriptions grew by over 75% year-over-year, while Haier Smart Home's '2024 Annual Report' from April 2025 noted a global revenue of RMB 285.98 billion in 2024, a 4.3% increase attributed to their smart home strategies.

Concurrently, the rising demand for energy-efficient and sustainable solutions serves as a crucial market catalyst, driven by strict government regulations and growing consumer awareness of environmental impacts and utility costs. Manufacturers are addressing this by designing appliances that reduce resource consumption while maintaining performance, aligning with global sustainability goals. Evidence of this shift is found in Whirlpool Corporation's '2024 Sustainability Report' from March 2025, which detailed a reduction of over 65% in emissions from products in use between 2005 and 2024, reflecting a broad industry move toward eco-friendly technologies that attract environmentally conscious buyers.

Market Challenge

A major impediment to the growth of the 'Global Smart Appliances Market' is the lack of seamless interoperability among devices from different brands. This fragmentation leads to a disjointed user experience, compelling consumers to juggle multiple proprietary applications to control their household products, which effectively undermines the convenience promised by smart technology. Rather than enjoying a cohesive ecosystem, users often face a restrictive environment where appliances from one manufacturer fail to communicate with systems from another, creating a complexity that deters mass-market adoption due to the cumbersome nature of managing incompatible devices.

According to the 'Consumer Technology Association' in '2024', '59% of U.S. households have adopted at least one smart home device', yet this figure primarily represents standalone purchases rather than fully integrated systems. The difficulty in connecting

these disparate devices diminishes the overall value proposition of a smart home, causing prospective buyers to hesitate before expanding their setup. As a result, the market struggles to bridge the gap between early adopters and the broader consumer base, directly impeding the comprehensive expansion of the smart appliances sector.

Market Trends

The integration of Generative AI is significantly upgrading the market by transforming devices from passive tools into proactive, context-aware assistants that offer hyper-personalized user experiences. Unlike traditional automation, this trend utilizes on-device learning and advanced sensing to identify specific user behaviors—such as distinct cooking or laundry routines—and autonomously adjusts settings to optimize outcomes without manual intervention. This innovation is driving faster replacement cycles as consumers prioritize appliances that lower cognitive load, a shift supported by KED Global's August 2024 article 'Samsung's AI home appliances hit 1.5 mn units sold', which reported that Samsung sold over 1.5 million AI-integrated units between January and July 2024.

Simultaneously, the adoption of the Matter connectivity standard is actively dismantling the proprietary barriers that have historically fragmented the smart home ecosystem. By implementing a universal, open-source communication protocol, this standard allows devices from competing manufacturers to function cohesively within a single network, effectively resolving consumer concerns regarding vendor lock-in. This industry-wide unification significantly broadens the addressable market by enabling users to mix brands without losing functionality; according to the Connectivity Standards Alliance's 'Alliance Annual Report 2023' released in March 2024, the organization finalized 2,156 Matter certifications, underscoring the massive industrial effort to standardize connectivity for mass-market scalability.

Key Market Players

Electrolux Group

Whirlpool Corporation

General Electric Company

Samsung Electronics Co. Ltd

LG Electronics Inc.

Koninklijke Philips N.V.

BSH Hausgerate GmbH

Panasonic Corporation

Haier Inc.

Breville Pty Ltd

Report Scope

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

Smart Appliances Market, By Product Type

Smart Home Appliances

Smart Kitchen Appliances

Smart Appliances Market, By End-User

Residential

Commercial

Smart Appliances Market, By Sales Channel

Supermarkets/Hypermarkets

Exclusive Stores

Online

Others

Smart Appliances 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 Smart Appliances Market.

Available Customizations:

Global Smart Appliances 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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