

Global Deep Fryer Market– Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Type (Electric Deep Fryer, and Gas Deep Fryer), By Capacity (Less than 2L, 2L-5L, More than 5L), By End User (Residential and Commercial), By Distribution Channel (Online and Offline), By Region, By Competition Forecast & Opportunities, 2018-2028F

<https://marketpublishers.com/r/G9A3B6E22269EN.html>

Date: October 2023

Pages: 190

Price: US\$ 4,900.00 (Single User License)

ID: G9A3B6E22269EN

Abstracts

The global deep fryer market has experienced significant growth in recent years, driven by a combination of factors. The increasing popularity of fried food items in both household and food service settings has been a primary driver of market expansion. The rise of fast-food culture, urbanization, and evolving consumer lifestyles have all contributed to a higher demand for convenient and indulgent food choices, resulting in increased sales of deep fryers.

Technological advancements have also played a crucial role in shaping the market landscape. Modern deep fryers are now equipped with features such as precise temperature control, energy efficiency, and advanced oil filtration systems. These features cater to evolving consumer preferences while addressing health and environmental concerns. However, the market is not without its challenges. The growing awareness of the health implications associated with excessive consumption of fried foods has led to a shift in consumer preferences towards healthier alternatives, impacting the demand for deep fryers. As a response, manufacturers are investing in research and development to create healthier frying techniques and diversify their product offerings to remain relevant in this changing market scenario.

Key Market Drivers

Changing Consumer Lifestyles and Dietary Preferences:

The foremost driver of the global deep fryer market is the evolving consumer lifestyle and dietary preferences. Rapid urbanization, busy schedules, and the demand for convenience have led to an increased reliance on ready-to-eat and easy-to-prepare food options. Fried foods, known for their crispy texture and savory flavors, align well with modern fast-paced lifestyles. Consumers are seeking quick and indulgent meal solutions, often turning to fried snacks, appetizers, and main dishes as part of their culinary choices. This shift in eating habits has bolstered the demand for deep fryers, both for personal use in households and for commercial purposes in restaurants, cafes, and fast-food chains.

Expansion of the Food Service Industry:

The continuous growth of the global food service industry is another influential driver of the deep fryer market. As the number of restaurants, cafes, and fast-food chains continues to rise, the demand for commercial cooking equipment, including deep fryers, has surged. Fried foods remain popular menu items across various cuisines and dining formats. The ability of deep fryers to produce consistent and high-quality fried dishes has led to their widespread adoption in the food service sector. Additionally, the expansion of international fast-food chains into emerging markets and the rise of food delivery services have further fueled the demand for deep fryers, contributing to market growth.

Technological Advancements and Innovation:

Technological innovation is a driving force behind the growth of the deep fryer market. Manufacturers are continuously investing in research and development to enhance the functionality, efficiency, and safety features of deep fryers. Advanced temperature control mechanisms, oil filtration systems, and energy-efficient designs have become standard offerings in modern deep fryers. These innovations address concerns related to health, energy consumption, and the quality of fried food. Smart and connected deep fryer models, equipped with digital controls and remote monitoring capabilities, are also gaining traction, appealing to tech-savvy consumers and commercial operators alike.

Globalization of Cuisine and Culinary Diversity:

The globalization of culinary tastes and the popularity of diverse international cuisines have contributed significantly to the deep fryer market's growth. Fried foods are ubiquitous across cultures, with variations such as tempura, samosas, churros, and spring rolls enjoyed in different parts of the world. This cultural diversity has driven the demand for deep fryers that can accommodate a wide range of cooking styles and recipes. As consumers' palates become more adventurous and open to trying new dishes, the versatility of deep fryers in producing authentic fried foods from various cultures has played a pivotal role in sustaining market expansion.

Key Market Challenges

Health and Nutrition Concerns:

One of the foremost challenges facing the deep fryer market is the growing awareness of health and nutrition among consumers. As more people seek to adopt healthier eating habits, the consumption of fried foods is increasingly scrutinized due to their association with high calorie, high fat, and high sodium content. Health-conscious consumers are opting for alternatives that are perceived as healthier, such as baked, grilled, or steamed options. This shift in dietary preferences has led to a decline in the demand for deep-fried foods and subsequently, deep fryers. Manufacturers and industry players are responding to this challenge by exploring healthier frying techniques that reduce oil absorption and enhance nutritional value. Air fryers, for instance, have gained popularity as they offer a method to achieve crispy textures with significantly less oil. However, these alternatives often present challenges in replicating the exact taste and texture of traditionally deep-fried foods. Striking a balance between taste preferences and health considerations remains a complex hurdle for the deep fryer market.

Environmental Sustainability:

The environmental impact of the deep fryer market poses another significant challenge. The production, consumption, and disposal of cooking oils used in deep fryers contribute to various environmental concerns. Improper disposal of used cooking oil can lead to pollution and clogged sewage systems. Moreover, the energy consumption associated with deep fryers, especially in commercial settings, contributes to greenhouse gas emissions and energy inefficiency. Addressing these sustainability challenges requires a multi-faceted approach. Manufacturers are increasingly focusing on designing energy-efficient deep fryers and incorporating features like oil filtration systems to prolong oil life and reduce waste. Additionally, efforts to promote responsible

disposal and recycling of cooking oil are being encouraged. However, implementing and scaling these initiatives across the market remains a complex task, especially in regions with less developed waste management infrastructure.

Key Market Trends

Health-Conscious Frying Solutions:

With an increasing focus on health and nutrition, the deep fryer market is witnessing a surge in demand for healthier frying options. Consumers are seeking ways to enjoy the taste and texture of fried foods without the associated health risks. This has given rise to the trend of health-conscious frying solutions, including air fryers and oil-less fryers. These appliances use significantly less oil or even no oil at all to achieve crispy textures, reducing the calorie and fat content of fried dishes. Manufacturers are investing in research and development to refine these technologies, creating air fryers that can replicate the taste and texture of traditional deep-fried foods while offering a healthier alternative. As this trend gains momentum, it is reshaping the market by catering to health-conscious consumers who are keen to strike a balance between taste and well-being.

Smart and Connected Deep Fryers:

The convergence of technology and kitchen appliances has given rise to smart and connected deep fryers. These innovative fryers come equipped with digital interfaces, Wi-Fi connectivity, and smartphone apps that allow users to monitor and control their frying remotely. This trend caters to the tech-savvy consumer who seeks convenience and real-time control over their cooking process. Smart deep fryers offer features such as precise temperature control, cooking time presets, and notifications that enhance user experience and cooking results. Moreover, they provide opportunities for data collection and analysis, enabling manufacturers and consumers to make informed decisions about cooking methods, oil usage, and energy efficiency. As the Internet of Things (IoT) continues to shape modern living, the integration of technology into kitchen appliances is expected to drive market growth and engage a tech-driven consumer base.

Plant-Based and Ethnic Cuisine Exploration:

The rise of plant-based diets and the exploration of diverse ethnic cuisines are influencing the types of dishes being prepared in deep fryers. Consumers are

increasingly experimenting with plant-based proteins like tofu, tempeh, and seitan, creating an opportunity for manufacturers to develop fryers that cater specifically to the needs of plant-based cooking. As plant-based alternatives gain popularity, deep fryers that can achieve crispy textures while using plant-derived oils are becoming sought-after appliances. Additionally, the fascination with global cuisine has led to the popularity of fried foods from various cultures. Deep fryers are being used to create traditional dishes like Japanese tempura, Indian pakoras, and Middle Eastern falafel. Manufacturers are responding by designing versatile deep fryers that accommodate different cooking techniques and oil types, expanding the culinary horizons for consumers.

Sustainable Practices and Energy Efficiency:

Sustainability is a growing concern across industries, and the deep fryer market is no exception. As environmental consciousness rises, manufacturers are focusing on designing energy-efficient appliances that minimize the environmental impact. This includes optimizing heating elements, insulation, and control systems to reduce energy consumption during the frying process. In addition, the management of cooking oil waste is a significant aspect of sustainability. Manufacturers are integrating oil filtration and recycling systems into deep fryers to extend the life of cooking oil and reduce waste. This not only benefits the environment but also contributes to cost savings for both households and commercial establishments. Sustainability also extends to the materials used in deep fryer construction. Manufacturers are exploring eco-friendly materials that have lower carbon footprints, and some are implementing strategies to make their products more easily recyclable.

Segmental Insights

Type Insights:

The global deep fryer market is experiencing a significant increase in demand for electric deep fryers. This trend can be attributed to several factors, including the growing emphasis on energy efficiency, technological advancements, and shifting consumer preferences. Electric deep fryers offer precise temperature control, ensuring consistent cooking results and reducing energy wastage. Additionally, their user-friendly interfaces and safety features appeal to a wide range of consumers. As concerns about environmental sustainability and health-conscious cooking practices rise, electric deep fryers are gaining favor due to their ability to minimize oil usage and produce healthier fried foods. The integration of smart technology into electric fryers further enhances

their appeal, allowing users to monitor and control the cooking process remotely. This increasing demand for electric deep fryers is reshaping the market landscape and driving manufacturers to innovate and meet the evolving needs of modern consumers.

Distribution Channel Insights:

The global deep fryer market is witnessing a substantial rise in online demand, driven by evolving consumer shopping behaviors and the increasing digitalization of retail. Online platforms provide consumers with convenience, a wider range of options, and the ability to compare prices and features effortlessly. This trend has been further accelerated by the global shift towards e-commerce, especially in the wake of recent events that have prompted more consumers to shop online. The ease of browsing and purchasing deep fryers from the comfort of one's home, coupled with the availability of reviews and recommendations, has led to a significant surge in online sales. Manufacturers and retailers are responding to this trend by enhancing their online presence, optimizing product information, and providing seamless purchasing experiences, ultimately reshaping the distribution and marketing strategies within the deep fryer market.

Regional Insights:

North America stands out as a dominant force in the global deep fryer market due to a combination of factors. The region's robust food service industry, which includes a vast network of restaurants, fast-food chains, and culinary establishments, has significantly contributed to the demand for commercial deep fryers. Moreover, the cultural affinity for fried foods and convenience-driven eating habits has bolstered the market for both domestic and commercial deep fryers. Technological innovations, such as advanced temperature control systems and energy-efficient designs, have found fertile ground in North America's tech-savvy consumer base. Additionally, the trend toward healthier cooking methods has led to the popularity of air fryers, which resonate well with health-conscious North American consumers. With a blend of established culinary traditions, consumer preferences, and a penchant for technological advancements, North America's dominance in the global deep fryer market is expected to endure.

Key Market Players

Ali Group SRL

Breville Group

De'Longhi S.p.A.

Electrolux AB

Eware Appliances

Groupe SEB

Hamilton Beach Brands Holding Company

Henny Penny

National Presto Industries Inc.

Welbilt Inc.

Report Scope:

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

Global Deep Fryer Market, By Type:

Electric Deep Fryer

Gas Deep Fryer

Global Deep Fryer Market, By Capacity:

Less than 2L

2L-5L

More than 5L

Global Deep Fryer Market, By End User:

Residential

Commercial

Global Deep Fryer Market, By Distribution Channel:

Online

Offline

Global Deep Fryer Market, By Region:

North America

Europe

Asia Pacific

South America

Middle East & Africa

Competitive Landscape

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

Available Customizations:

Global Deep Fryer Market report with the given market data, Tech Sci 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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- 14.1.10. Welbilt Inc.
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15. STRATEGIC RECOMMENDATIONS/ACTION PLAN

15.1. Key Focus Areas

15.2. Target Type

15.3. Target Distribution Channel

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