

North America Household Kitchen Appliances Market, By Product Type (Refrigerator, Cooking Appliance, Dishwasher, Others), By Sales Channel (Hypermarket/Supermarket, Electronic Stores, Multi- Branded Stores, Online, Others), By Country, Competition, Forecast & Opportunities, 2020-2030F

<https://marketpublishers.com/r/N5EAB21F9F41EN.html>

Date: September 2025

Pages: 131

Price: US\$ 4,000.00 (Single User License)

ID: N5EAB21F9F41EN

Abstracts

Market Overview

North America Household Kitchen Appliances Market was valued at USD 67.14 billion in 2024 and is expected to reach USD 80.01 billion by 2030 with a CAGR of 3.02% during the forecast period. The North America household kitchen appliances market is witnessing strong growth, fueled by rising consumer preference for energy-efficient, technologically advanced, and smart appliances. Increasing adoption of IoT-enabled products, voice-controlled devices, and AI-powered solutions is reshaping modern kitchens, offering convenience, automation, and customization. Consumers are also prioritizing sustainability, driving demand for eco-friendly appliances with lower energy consumption. Premium and multifunctional appliances are gaining traction, particularly among urban households seeking compact yet efficient solutions. Additionally, e-commerce platforms and omnichannel retail strategies are expanding accessibility, while manufacturers focus on design innovation, durability, and after-sales services to enhance customer satisfaction and brand loyalty.

Market Drivers

Rising Demand for Smart and Connected Appliances

One of the strongest growth drivers in the North America household kitchen appliances market is the increasing demand for smart and connected appliances. Consumers are becoming more tech-savvy and integrating Internet of Things (IoT) devices into their homes. Devices such as smart refrigerators, ovens, microwaves, and dishwashers now connect with smartphones or voice assistants, delivering remote control and real-time monitoring for convenience and efficiency. Around 45% of U.S. internet households now own at least one smart home device, with an average of 18 connected devices per household, highlighting rapid adoption in daily life.

For instance, connected refrigerators now feature touchscreen displays, inventory management systems, and the ability to send alerts about expiring groceries. Similarly, smart ovens and microwaves can be pre-programmed using apps or voice commands, allowing users to cook meals with minimal supervision. The growing penetration of smart home ecosystems, led by platforms such as Amazon Alexa, Google Home, and Apple HomeKit, further supports the adoption of connected kitchen solutions. With the trend of “smart homes” expanding rapidly across urban and suburban households, the integration of AI and connectivity is becoming a key driver of market expansion.

Key Market Challenges

High Product Costs and Affordability Concerns

One of the major challenges in the North America household kitchen appliances market is the high cost associated with premium and smart appliances. While consumers are increasingly drawn to technologically advanced and energy-efficient products, the price points of these appliances remain a barrier for many households, particularly in middle- and lower-income groups. Smart refrigerators, connected ovens, and AI-powered appliances often come with significant upfront costs, making them less accessible to a wider audience despite their long-term savings potential.

Additionally, inflationary pressures and rising raw material costs, particularly for metals, semiconductors, and electronic components, have further increased appliance prices in recent years. The cost of manufacturing, combined with supply chain disruptions and logistics expenses, has forced brands to pass on higher prices to end consumers. This creates a price-sensitive environment where affordability becomes a critical concern. Although financing options and installment-based purchases are available, the high initial investment required for advanced appliances continues to limit market penetration across certain consumer segments.

Key Market Trends

Rising Focus on Multifunctionality and Space-Saving Designs

With urbanization on the rise and living spaces becoming smaller, North American consumers are gravitating toward multifunctional and space-saving appliances. Compact kitchens in apartments and urban homes have created a demand for products that combine multiple functions without compromising performance. Appliances such as convection microwave ovens, air fryers, multi-cookers, and food processors with interchangeable attachments are gaining immense popularity. These appliances cater to consumers who want efficiency, versatility, and convenience in one device.

Another dimension of this trend is the rising preference for built-in kitchen appliances. Built-in ovens, dishwashers, and refrigerators not only save space but also enhance the aesthetic appeal of modern kitchens. Premium consumers, in particular, are seeking sleek, minimalist designs that blend seamlessly with cabinetry, reflecting a shift toward luxury and style in addition to functionality. The popularity of multifunctional products reflects the lifestyle needs of time-pressed households and the growing influence of minimalism, where consumers prefer fewer appliances that deliver maximum utility.

Key Market Players

AB Electrolux

Haier Group

Dacor, Inc.

Morphy Richards

LG Electronics Inc.

Panasonic Holdings Corporation

Koninklijke Philips N.V.

Whirlpool Corporation

Samsung Corporation

Robert Bosch GmbH

Report Scope:

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

North America Household Kitchen Appliances Market, By Product Type:

Refrigerator

Cooking Appliance

Dishwasher

Others

North America Household Kitchen Appliances Market, By Sales Channel:

Hypermarket/Supermarket

Electronic Stores

Multi-Branded Stores

Online

Others

North America Household Kitchen Appliances Market, By Country:

United States

Canada

Mexico

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the North America Household Kitchen Appliances Market.

Available Customizations:

The North America Household Kitchen 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).

Contents

1. INTRODUCTION

- 1.1. Market Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Country
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

- 4.1. Brand Awareness
- 4.2. Factor Influencing Purchase Decision

5. NORTH AMERICA HOUSEHOLD KITCHEN APPLIANCES MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Product Type (Refrigerator, Cooking Appliance, Dishwasher, Others)

5.2.2. By Sales Channel (Hypermarket/Supermarket, Electronic Stores, Multi-Branded Stores, Online, Others)

5.2.3. By Country

5.2.4. By Company (2024)

5.3. Market Map

6. UNITED STATES HOUSEHOLD KITCHEN APPLIANCES MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Product Type

6.2.2. By Sales Channel

7. CANADA HOUSEHOLD KITCHEN APPLIANCES MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Product Type

7.2.2. By Sales Channel

8. MEXICO HOUSEHOLD KITCHEN APPLIANCES MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Product Type

8.2.2. By Sales Channel

9. MARKET DYNAMICS

9.1. Drivers

9.2. Challenges

10. MARKET TRENDS & DEVELOPMENTS

- 10.1. Merger & Acquisition (If Any)
- 10.2. Product Launches (If Any)
- 10.3. Recent Developments

11. PORTERS FIVE FORCES ANALYSIS

- 11.1. Competition in the Industry
- 11.2. Potential of New Entrants
- 11.3. Power of Suppliers
- 11.4. Power of Customers
- 11.5. Threat of Substitute Products

12. COMPETITIVE LANDSCAPE

- 12.1. Company Profiles
 - 12.1.1. AB Electrolux
 - 12.1.1.1. Business Overview
 - 12.1.1.2. Company Snapshot
 - 12.1.1.3. Products & Services
 - 12.1.1.4. Financials (As Per Availability)
 - 12.1.1.5. Key Market Focus & Geographical Presence
 - 12.1.1.6. Recent Developments
 - 12.1.1.7. Key Management Personnel
 - 12.1.2. Haier Group
 - 12.1.3. Dacor, Inc.
 - 12.1.4. Morphy Richards
 - 12.1.5. LG Electronics Inc.
 - 12.1.6. Panasonic Holdings Corporation
 - 12.1.7. Koninklijke Philips N.V.
 - 12.1.8. Whirlpool Corporation
 - 12.1.9. Samsung Corporation
 - 12.1.10. Robert Bosch GmbH

13. STRATEGIC RECOMMENDATIONS

14. ABOUT US & DISCLAIMER

I would like to order

Product name: North America Household Kitchen Appliances Market, By Product Type (Refrigerator, Cooking Appliance, Dishwasher, Others), By Sales Channel (Hypermarket/Supermarket, Electronic Stores, Multi-Branded Stores, Online, Others), By Country, Competition, Forecast & Opportunities, 2020-2030F

Product link: <https://marketpublishers.com/r/N5EAB21F9F41EN.html>

Price: US\$ 4,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/N5EAB21F9F41EN.html>