

Portable Vegetable Washer Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Principle (Ozone Disinfection, Ultrasonic, Iodine Resin, Others (Reactive Oxygen, etc.)), By Application (Residential, Commercial), By Distribution Channel (Store-Based, Non-Store-Based), By Region, Competition

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Abstracts

The global market for portable vegetable washers is poised for robust growth throughout the forecast period, driven by a surge in health consciousness, evolving lifestyles, advancements in technology, and the escalating prevalence of diseases attributed to harmful chemicals.

A device known as a 'vegetable washer' facilitates the removal of dirt, wax, and pesticides from vegetables before consumption. This product finds utility in diverse settings, including residential and commercial environments.

In the contemporary context, a fruit and vegetable cleaner has evolved into an essential kitchen appliance. It proves particularly useful for cleansing market-bought fruits and vegetables prone to frequent handling and potential cross-contamination. Employing biodegradable ozone technology and ultrasonic innovation, the cleaner effectively eradicates contaminants, insecticides, and pesticides from the surface of produce. The cleaning process involves a 15 to 30-minute oxidation of residual impurities in vegetables, ensuring comprehensive purification.

Rising Health Awareness to Propel Market Expansion

The vegetable washer market has gained prominence, partly due to the Covid-19 crisis. It has been consistently driven by health-conscious consumers, especially those with young children in their households. The upward trajectory of health consciousness, particularly concerning the safeguarding of consumables from diseases and microorganisms, is expected to persist and emerge as a substantial market driver. The repeated use of pesticides heightens the risks of environmental pollution and adverse impacts on biodiversity, food security, and water resources. Globally, unintentional, acute pesticide poisoning (UAPP) accounts for approximately 385 million cases annually, leading to around 11,000 deaths, according to the WHO Mortality Database. Approximately 44% of the world's farmers, around 860 million individuals, suffer pesticide poisoning each year. South Asia, followed by South-East Asia and East Africa, registers the highest number of non-fatal UAPP cases. These harmful chemicals not only affect farmers but also compromise the health of consumers of these vegetables. In this context, vegetable washers are poised to play a pivotal role in eliminating harmful chemicals from vegetables and fruits, fostering market growth.

Technologically Advanced Product Launches to Drive Growth

Even prior to the COVID-19 pandemic, the sanitation of fruits, vegetables, meat, and seafood was essential. However, the pandemic has accentuated the significance of this practice. In 2020, Indian company AQUOX unveiled the AQ-DG 2000, an all-in-one fruit and vegetable washer that is natural, chemical-free, food-safe, and effective. This innovation sanitizes fruits, vegetables, meat, and shellfish, extending their shelf life and ensuring the elimination of 99.99% of germs, viruses, pesticides, and antibiotics from their surfaces. Tested in an Indian NABL-Certified Laboratory for Biocode Efficacy, it has demonstrated a remarkable ability to eliminate pathogens, pesticides, bacteria, fungi, yeast, and mold. The introduction of technologically advanced products like these is anticipated to captivate consumers and consequently invigorate market growth.

Expanding Market Growth through Increased Social Media Usage

The influence of social media and the internet has fundamentally transformed consumer behavior and business operations. This digital landscape offers organizations significant opportunities in terms of lowered costs, heightened brand visibility, and increased sales. Rapid digitization and augmented social media usage have facilitated access to vital information and raised awareness regarding nutritional care. The importance of investing in a high-quality machine becomes evident as it ensures enhanced productivity and reduced maintenance expenses over time. Capitalizing on various online platforms, companies can effectively target their desired audience, showcasing

the advantages and convenience of utilizing vegetable washers. Consequently, the burgeoning impact of social media is poised to exert a pivotal role in propelling market growth.

Market Segmentation

The global portable vegetable washer market is segmented on the basis of principle, application, distribution channel, region, and competition landscape. Based on principle, the market is further fragmented into ozone disinfection, ultrasonic, iodine resin, and others (reactive oxygen). Based on application, the market is further segmented into residential and commercial. Based on distribution channel, the market is further bifurcated into store-based and non-store-based. Based on region, the market is further segmented into Asia-Pacific, North America, Europe, Middle East & Africa, and South America.

Company Profiles

Nouvetta Italy, Harkin Global (Brayden), AquaPure, KENT RO Systems Ltd., Cello World Private Limited, Sonic Soak LLC, Shenzhen Keenray Innovations Limited, Guangzhou Youduan Environmental Protection Technology Co., Ltd, Shenzhen Guanglei Electronic Co., Ltd. (Gonrair), and Olansi Healthcare Co., Ltd are among the major players that are expected to drive the global portable vegetable washer market.

Report Scope:

In this report, the global portable vegetable washer market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Global Portable Vegetable Washer Market, By Principle:

Ozone Disinfection

Ultrasonic

Iodine Resin

Others

Global Portable Vegetable Washer Market, By Application:

Residential

Commercial

Global Portable Vegetable Washer Market, By Distribution Channel:

Store-Based

Non-Store-Based

Global Portable Vegetable Washer Market, By Region:

Asia-Pacific

China

South Korea

Japan

India

Indonesia

North America

United States

Canada

Mexico

Europe

Germany

France

United Kingdom

Italy

Spain

Middle East & Africa

Saudi Arabia

UAE

South Africa

Turkey

South America

Brazil

Argentina

Colombia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global portable vegetable washer market.

Available Customizations:

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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