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Smart Kettle Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Type (Stainless Steel, Glass, Others (Plastic etc.)), By Technology (Temperature Control, Phone Connectivity, Others (Combined Features, etc.). By Power Rating (Upto 1200W, 1200-1800W, More than 1800W), By End User (Residential, Commercial), By Region, Competition

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Abstracts

The Global Smart Kettle Market is anticipated to project robust growth in the forecast period due to the increasing purchasing power, growing demand from working population, and rising usage of technologically advanced household products.

A smart electric kettle is an electric appliance commonly referred to as a tea kettle or a hot pot, and a device that is used to boil water or for making tea and coffee and have automatic temperature controls. Kettles are available in stainless steel, plastic, and glass etc. Due to its adaptability, durability, and attractive designs, electric kettles are much more popular with consumers. The main factor propelling the expansion of the global smart kettle market is the rise in demand for convenience goods in major economies like the United States, China, and India. These energy-efficient appliances are anticipated to fuel the market because of less power consumption and time.

The kettles are used while preparing tea and coffee in a daily schedule. With the enhancement in kettle with the usage of technology, these “smart kettles” offers benefits like Wi-Fi connectivity, Bluetooth, voice control, and with the support of these features customers can integrate with Alexa Echo or Google home for operating the

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kettle. Therefore, with the ease of functioning and feasibility of operating, the demand for smart kettles is projected to grow in the forecasted years.

Rising Smart Phone Penetration Will Boost Market Growth

The adoption of smart appliances is being promoted by the growing internet and smartphone usage around the world. The number of people using smart phones and mobile internet is rising across the globe. According to study, In 2021, More than 5.22 billion people use smartphones worldwide, which is 66% of the world's population. The usage of smart phones by adults in the United States has reached 250.7 million in 2022. Thus, with the increasing smart phone penetration, there is increase in demand smart home appliances that can connect to phones. Customers with a smartphone and an active internet connection can control their kettle from a distance. Customers can thus modify its settings and keep an eye on the device even while they're not in the kitchen or even at home. For instance, iKettle has several useful features including 'Wake Up' and 'Home' settings. The smart kettle can be programmed to heat water in accordance with the customers' daily schedules, synchronizing with their morning alarm or timing of arrival at their homes. Thus, increasing smart phone penetration had a positive impact on the smart kettle market.

New Product Launches Will Promote the Market Growth

When it comes to purchasing household appliances nowadays, innovation is constantly shifting needs and demands of the consumers. Consumers are mostly searching for products that can connect to phones and are energy efficient. Companies are launching new products with advance features to capture the market. Even the most conventional home items are becoming technologically advanced as IoT technology develops. For instance, WeeKett, a smart programmed kettle was launched by an Edinburgh-based startup in 2022. It is Wi-Fi-connected smart kettle that enables users to start the water boiling and regulate the temperature using a smartphone app or 'smart speakers'.

Higher Cost of Product Will Restrain the Market Growth

Smart kettles are considered expensive because of their technologically advanced features and aesthetic designs. Furthermore, the high manufacturing costs of these smart kettles further increases the prices of these products. This act as a barrier to the market growth. Additionally, it is anticipated that the lack of knowledge and awareness for the smart kettles benefits in nations like India, Indonesia, Malaysia, Saudi Arabia, Brazil, Colombia, Argentina, Vietnam, Sri Lanka etc., will restrain market expansion

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throughout the course of the projected period.

Market Segmentation

The Global Smart Kettle Market is segmented based on type, technology, power rating, and end user. Based on type the market is bifurcated into stainless steel, glass, and others (plastic, etc.). Based on technology, the market is segmented into temperature control, phone connectivity, and others like combined features, etc. Based on power rating, the market is divided into upto 1200w, 1200-1800w, and more than 1800w. Based on end user the market is divided into residential and commercial. Based on region, the market is segmented into North America, Europe, Asia-Pacific, Middle East & Africa and South America.

Company Profiles

Breville Pty Ltd, Smarter Applications Limited, Electrolux Group, Fellow Industries, Inc., Xiaomi Corporation, Smartco Group Inc (Brewista), BRG Appliances Limited (Sage), Midea Group Co. Ltd., Shenzhen Korex Technology Co., Ltd, and Arovast Corporation (Cosori) are among the major market players in the global platform that lead the market growth of the Global Smart Kettle Market.

Report Scope:

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

Global Smart Kettle Market, By Type:

Stainless Steel

Glass

Others

Global Smart Kettle Market, By Technology:

Temperature Control

Phone Connectivity

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Others

Global Smart Kettle Market, By Power Rating:

Upto 1200W

1200-1800W

More than 1800W

Global Smart Kettle Market, By End User:

Residential

Commercial

Global Smart Kettle Market, By Region:

North America

United States

Canada

Mexico

Europe

Germany

France

United Kingdom

Italy

Spain

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- Asia-Pacific
  - China
  - India
  - Japan
  - South Korea
  - Indonesia
- 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 Smart Kettle Market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a

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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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(Note: The companies list can be customized based on the client requirements.)

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