

Toaster Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Product Type (Pop-Up Toaster, Conveyor Toaster), By Type (2 Slice Toaster, 4 Slice Toaster, More than 4), By Application (Residential, Hospitality, Food Services, Education, Others (Healthcare, Offices etc.)), By Distribution Channel (Retail, Online, Non-Retail), By Region, Competition

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Abstracts

Global Toaster Market is anticipated to project robust growth in the forecast period due to growing demand from western countries, rising demand from commercial sector (such as hotels, restaurants, cafes), ease of availability of baked bread slices, and rising adoption of innovation offering by the companies.

A toaster is a kitchen appliance used to cook items like bagels, crumpets, and sliced bread by using radiant heat. A standard toaster heats a piece of bread using heat emitted from heated electric elements. Toasting involves reducing the bread's water content, increasing its temperature, mildly heating it up and caramelizing its top layer. The complex starch molecules split into more simple sugar molecules during the caramelizing process, which is a chemical reaction. This is the reason why toasted bread is usually sweeter than regular bread.

The key market growth drivers include rising awareness of energy efficient kitchen appliances and increasing demand for electric kitchen appliances. Due to changing lifestyle and busy schedules, customers use electric toasters to prepare their food quickly and easily. Additionally, the hospitality and foodservice sectors are expanding

significantly, which is influencing the growth of the toaster market. For instance, as of 2023, there are 72,136 Coffee & Snack Shops enterprises in the United States, a 3.1% growth from 2022. Thus, growing demand of toasters from coffee shops will boost the market growth.

Increasing Awareness of Energy Efficient Products Will Fuel the Market Growth

The manufacturing of energy-efficient appliances has been driven by growing environmental concerns about pollution and global warming. Thus, adoption of technologically advanced kitchen appliances to reduce carbon footprint emissions could be among the most effective strategies in conserving environment.

The government of many countries has established and revised rules and regulations for technology-based products with the objective of reducing carbon footprints. Therefore, companies are trying to enhance this function by various innovations and modifications in appliances. For instance, Morphy Richards launched the first ecoelectric toaster which is energy efficient and made from recycled material with the aim to offer a product which uses 34% less energy than standard toasters. The toaster also consists of various features such as auto-closed lid, frozen and reheating options which keep heat within the toaster, speeding up toasting while using less electricity. Thus, increasing demand for energy efficient appliances will boost market growth.

Rising Demand from Cafes and Restaurants Will Boost Market Growth

Toasters are popular among restaurants because they are easy to operate and prepare food quickly. The popularity of different baked products including pizza, muffins, waffles, innovative forms of bread, and biscuits has significantly increased due to the increasing trend of dining in cafés and restaurant among Generation Z. Increasing number of fast-food restaurants, coffee shops, hotels and food chains worldwide is driving the toaster market. There are now substantially more coffee shops, fast-food restaurants, and cafés. For instance, according to World Coffee Portal's Project Café, sales at U.S. coffee chains increased by 10% in 2022. There are currently 2.8% more branded coffee shops in the U.S. than there were before the pandemic, owing to chains expanding their footprint and growing the overall market size. In United States, branded coffee shops like Starbucks and Dunkin' still hold a sizable market share, but independent cafes continue to operate and establish themselves as strongholds of their regions. Thus, increasing demand of toasters from commercial sector such as cafes and restaurants will fuel the market.

New Product Launches Will Promote the Market Growth

Nowadays, customers prefer multifunctional, highly automated electronic appliances for their regular household tasks. Rapid urbanization and rising customer demand for electric kitchen appliances are the main factors propelling market expansion. In order to cater the rising demand, companies are manufacturing innovative appliances for kitchen needs. For instance, in 2020, Revolution Cooking launched R180 High Speed Smart Toaster, which has touchscreen display. The screen replaces the function of hardware controls like buttons and switches and provides customers with visual feedback about the toasting process. Thus, electric toasters are being used more frequently due to changing lifestyle and busy schedule of customers.

Market Segmentation

The Toaster Market is segmented based on product type, type, application, distribution channel and region. Based on product type, the market is segmented into pop-up toaster and conveyor toaster. Based on type, the market is segmented into 2 slice toaster, 4 slice toaster, and more than 4. Based on application, the market is divided into residential, hospitality, food services, education, and others (healthcare, offices etc.). Based on distribution channel, the market is divided into retail, online, and non-retail. Based on region, the market is segmented into Asia-Pacific, North America, Europe, Middle East & Africa, and South America.

Company Profiles

Koninklijke Philips N.V., Morphy Richards Limited, Stanley Black & Decker, Inc., Hamilton Beach Brands, Inc., Kenwood Limited, Breville Pty Ltd, Cuisinart Corporation, Whirlpool Corporation (KitchenAid), Groupe SEB USA (Krupps), and APW Wyott Foodservice Equipment, Inc. are among the major market players in the global platform that lead the market growth of the Global Toaster Market.

Report Scope:

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

Global Toaster Market, By Product Type:

Pop-Up Toaster

Conveyor Toaster

Global Toaster Market, By Type:

2 Slice Toaster

4 Slice Toaster

More than 4

Global Toaster Market, By Application:

Residential

Hospitality

Food Services

Education

Others

Global Toaster Market, By Distribution Channel:

Retail

Online

Non-Retail

Global Toaster Market, By Region:

Asia-Pacific

China

India

Japan

South Korea

Australia

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

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Product name: Toaster Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Product Type (Pop-Up Toaster, Conveyor Toaster), By Type (2 Slice Toaster, 4 Slice Toaster, More than 4), By Application (Residential, Hospitality, Food Services, Education, Others (Healthcare, Offices etc.)), By Distribution Channel (Retail, Online, Non-Retail), By Region, Competition

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