

# United Kingdom Air Fryer Market, By Product Type (Drawer Type, Lid Type), By Distribution Channel (Supermarkets and Hypermarkets, Speciality Stores, Online, Others), By End Use (Residential, Commercial), By Region, Competition, Forecast & Opportunities, 2020-2030F

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## Abstracts

### Market Overview

United Kingdom air fryer market was valued at USD 279.42 Million in 2024 and is expected to reach USD 438.50 Million by 2030 with a CAGR of 7.8% during the forecast period. The United Kingdom air fryer market is witnessing robust growth, driven by a strong convergence of health-conscious consumer behavior, convenience-oriented lifestyles, and rapid technological innovation in kitchen appliances. Rising awareness of the health risks associated with deep frying and the growing inclination toward low-oil cooking solutions have made air fryers increasingly popular across households, especially among millennials and young professionals seeking quick, healthy meal preparation options. The market has further benefitted from the rising trend of home cooking, which accelerated during and after the COVID-19 pandemic, with many consumers continuing to invest in multifunctional appliances that save time and enhance cooking efficiency. In addition, the increasing penetration of smart kitchen devices integrated with digital controls, preset functions, and app connectivity has elevated consumer demand, with brands competing to differentiate through features such as larger capacities, energy efficiency, and versatile cooking functions like grilling, roasting, and baking. The UK's strong e-commerce ecosystem has further supported market expansion, as online platforms allow consumers to compare products, access discounts, and explore new models, which is particularly appealing to the tech-savvy

younger demographic. Environmental awareness also plays a role, as air fryers are perceived to consume less energy compared to traditional ovens, aligning with sustainability-conscious consumer choices.

Moreover, the growing foodservice sector and adoption of healthier menu offerings by small restaurants, cafés, and quick-service outlets are opening commercial opportunities, while celebrity endorsements and social media-driven recipe trends continue to fuel consumer interest. With rising disposable incomes and the increasing popularity of compact, space-saving kitchen appliances in urban households, the market is projected to grow steadily. However, intense competition among global and regional brands, coupled with frequent product innovations, is shaping a highly dynamic market landscape where product differentiation, pricing strategies, and strong retail presence remain critical for success.

## Key Market Drivers

### Rising Health and Wellness Awareness

One of the most significant drivers of the United Kingdom air fryer market is the growing consumer focus on health and wellness, particularly in relation to diet and nutrition. Over the past decade, British consumers have become increasingly aware of the health risks associated with deep-fried foods, such as obesity, high cholesterol, diabetes, and cardiovascular diseases. This has led to a noticeable shift in dietary habits, with more individuals actively seeking cooking methods that minimize oil usage while still delivering taste and convenience. Air fryers address this demand by offering a healthier alternative to conventional frying, reducing oil content in meals by up to 80% without compromising flavor and texture. Millennials and Gen Z, in particular, are embracing “better-for-you” food trends, where calorie-conscious and nutrient-rich meals are a priority, and air fryers provide the perfect appliance to align with these lifestyle preferences. Additionally, campaigns by health organizations and influencers promoting reduced oil consumption and balanced diets have further educated consumers on the benefits of air fryers. The growing demand for plant-based foods and at-home meal preparation also complements air fryer adoption, as the appliance allows quick and healthy cooking of vegetables, legumes, and meat substitutes. With the UK government continually emphasizing healthy eating habits through initiatives like calorie labeling and obesity reduction strategies, the overall momentum toward health-conscious consumption is expected to sustain strong demand for air fryers in the years to come.

## Key Market Challenges

## Intense Market Competition and Price Pressure

One of the foremost challenges facing the United Kingdom air fryer market is the increasingly intense level of competition, both from international and domestic appliance manufacturers. The market has attracted a wide array of players, ranging from established global brands with strong reputations in kitchen appliances to newer entrants offering low-cost alternatives. This saturation has created a highly competitive landscape where companies must continuously invest in marketing, innovation, and distribution to maintain visibility and relevance. While this competition has broadened consumer choice, it has also driven significant price pressure, particularly as budget-friendly models flood online platforms and discount retailers. Many consumers in the UK are price-sensitive, especially in the current economic climate marked by inflationary pressures and rising living costs, which has heightened demand for affordable models at the expense of premium offerings. As a result, manufacturers often face narrow profit margins and are compelled to engage in aggressive pricing strategies and frequent promotions to attract buyers. Furthermore, premium air fryers with advanced features such as smart connectivity, dual baskets, or larger capacities must constantly justify their higher price points, which becomes difficult when low-cost alternatives claim to deliver similar outcomes. This commoditization effect reduces differentiation and makes it harder for brands to secure long-term consumer loyalty. The challenge for market players is therefore twofold: to innovate in ways that truly set their products apart while balancing affordability in a market where price wars are intensifying.

## Key Market Trends

### Rising Integration of Smart Technology and Digital Features

A prominent trend shaping the UK air fryer market is the growing integration of smart technology and advanced digital features, reflecting the broader evolution of connected appliances in modern households. Today's consumers expect more than basic functionality from their kitchen gadgets, and manufacturers are responding with air fryers equipped with Wi-Fi or Bluetooth connectivity, app-based controls, and compatibility with virtual assistants like Amazon Alexa and Google Home. These features allow users to remotely monitor cooking, set timers, and receive notifications, all from their smartphones, enhancing convenience and customization. Many advanced air fryers now include touch-screen interfaces, digital presets for specific foods, and intelligent sensors that automatically adjust temperature and cooking time for optimal results. Some models even come with recipe databases built into companion apps,

making it easier for consumers to experiment with different cuisines without guesswork. In the UK, where technology adoption is high, particularly among younger demographics, this digital transformation of kitchen appliances aligns with consumer expectations for seamless integration across devices. Additionally, smart air fryers are increasingly marketed as energy-efficient tools that optimize cooking processes, appealing to eco-conscious households. While such innovations are currently more common in premium models, the rapid pace of technological adoption suggests that smart features will soon become mainstream across mid-range categories as well, reinforcing this as a central trend in the UK market.

### Key Market Players

Koninklijke Philips N.V.

Newell Brands Inc.

SharkNinja, Inc.

Haier Group Corporation

Spectrum Brands, Inc.

Tefal S.A.S.

ProCook Limited

Vesync Co., Ltd. (COSORI)

Instant Brands (EMEA) Limited

Ultimate Products PLC (Salter).

### Report Scope:

In this report, the United Kingdom Air Fryer market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### United Kingdom Air Fryer Market, By Product Type:

Drawer Type

Lid Type

### United Kingdom Air Fryer Market, By Distribution Channel:

Supermarkets and Hypermarkets

Specialty Stores

Online

Others

### United Kingdom Air Fryer Market, By End Use:

Residential

Commercial

### United Kingdom Air Fryer Market, By Region:

England

Wales

Scotland

Northern Ireland

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the United Kingdom Air Fryer market.

### Available Customizations:

*United Kingdom Air Fryer Market, By Product Type (Drawer Type, Lid Type), By Distribution Channel (Supermarket...*

United Kingdom Air Fryer 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).

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