

United States Electric Rice Cooker Market, By Product Type (Standard, Multifunction & Induction Heat), By Capacity (Less Than 2 Litre, 2 Litre – 4 Litre and More Than 4 Litre), By End Use (Residential Vs. Commercial), By Distribution Channel Market Share Analysis (Supermarkets/Hypermarkets, Specialty Stores, Multi-Branded Stores, Online, Exclusive Stores & Others (Direct Sales, Distributors & Dealers)), By Region, Competition, Forecast and Opportunities, 2028

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Abstracts

United States electric rice cooker market is anticipated to register high growth during the forecast period. Increasing corporate work culture adoption, consumers are shifting towards energy-efficient cooking equipment, such as the electric rice cooker. Increasing reliance on electrical appliances, which a smartphone act can control, as an excellent opportunity for the growth of the market. As more people are moving towards technologically advanced home appliances because of the workforce and an active lifestyle, it is projected that the market demand for electric rice cooker in the United States is expected to grow during the forecast period..

A rice cooker is an automated kitchen appliance designed to boil or steam rice. It consists of a heat source, a cooking bowl, and a thermostat. The thermostat measures the temperature of the cooking bowl and controls the heat. And additionally, it includes a variety of cooking programs that allow for the preparation of a wide variety of foods, including grains, different types of rice, oatmeal, hot cereal, steamed vegetables,

cooking soups, and stews. The market is divided into domestic and commercial, depending on the ultimate usage. The domestic category is anticipated to hold the largest market share since it is more accessible, manageable, and requires little upkeep.

The online channel is experiencing the fastest growth rate as it offers different products on a single platform with their description, details, brand, specification, etc., giving merchants an alternative to the conventional store. For instance, in 2021, the brand Cuckoo launched its e-commerce website (Cuckoo U.S.A. store) to make its products available directly to customers in the U.S.A. The website offers product categories such as electric rice cookers, pressure cookers, and kettles. Moreover, the company also provides different products on its website. The company offers a wide range of fans, heaters, air purifiers, inner pots, etc.

The major players in the sector switched their focus from product development to innovation to acquire a competitive edge, which led to the development of linked kitchen appliances. For Instance, Tiger Corporation U.S.A. and Zojirushi America Corporation offer micro-computer-controlled technology with large LCDs that allow you to pre-set cook times to suit your schedule.

Increasing Number of Restaurants in the United States Will Lead the Market Growth

A major contributing element to the rising demand is that a sizable portion of people in the United States, known as a melting pot of cultures, still cook most of their meals in rice cookers. A further factor driving market expansion in the area is the region's growing number of Asian restaurants. According to industry statistics, more than 23,661 Chinese restaurant business in the United States which translates to 4.4% when compared with the past year, according to industry statistics for the country.

Rising Demand for Energy Efficiency Product Will Fueling the Market Growth

The growing importance of energy-saving appliances, which save the time needed to complete household activities, is one of the significant reasons projected to drive the market in the upcoming years. And a multi-function cooking application includes functions for creating soups, steaming, cooking different kinds of rice, etc. Additionally, electric rice cookers are the most energy-efficient cooking equipment; they use less energy than other cooking and food appliances, and the average rate of electricity use is (10.59 cents per KW-hour).

Increasing Usage of Industrial Electric Rice Cooker Lead the Market Growth

The increasing usage of commercial electric rice cookers allows for cooking all kinds of grains, from wild rice to white rice, brown rice, oatmeal, and polenta, due to its low maintenance and monitoring requirements. The 3D heating mode ensures better cooking and even heating, and electric rice cookers are anticipated to become more prevalent in commercial sectors like hotels and restaurants.

New Technological Innovations Driving the Market Growth

Consumers' need for additional high-end household products is forcing producers to release new products. Such as 3D heating mode, programmable settings, a nonstick inner frying pan, an LCD with a timer, and other features guarantee better cooking and even heating. The most popular type of electric rice cooker is the automated variety since it requires the fewest human adjustments and prevents overcooking and undercooking by stopping when the rice is cooked. For instance, Zojirushi American Corporation offers a micro computerized fuzzy logic technology.

Market Segmentation

The United States electric rice cooker market is segmented based on product type, capacity, end-use, distribution channel, region, and competition landscape. Based on product type, the market is further fragmented into Standard, Multifunction & Induction. Based on capacity, the market is divided into Less Than 2 Litre, 2 Litre – 4 Litre, and More Than 4 Litre. Based on end use, the further divide into residential vs. commercial. Based on distribution channels, the market is segmented into supermarkets/hypermarkets, specialty stores, multi-branded stores, online, exclusive stores & others (direct sales, distributors & dealers). The market analysis also studies regional segmentation to devise a regional market.

Company Profiles

Midea America Corp., Panasonic Corporation of North America, Group SEB USA Inc., Breville USA, Inc, Zojirushi America Corporation, Philips Electronic North America Corp., , TTK Prestige Limited, Tiger Corporation USA, Cuckoo Electronics America Inc., Sunbeam Products, Inc) are among the major market players operating in the United States electric rice cooker market. Various companies offer electric rice cookers such as standard, multifunction, and induction heat. Companies are focusing on new innovations and launches to remain competitive in the market.

Report Scope:

In this report, the United States electric rice cookers market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

United States Electric Rice Cooker Market, By Product Type:

Standard

Multifunction

Induction Heat

United States Electric Rice Cooker Market, By Capacity:

Less Than 2 Litre

2 Litre – 4 Litre

More Than 4 Litre

United States Electric Rice Cooker Market, By End Use:

Residential

Commercial

United States Electric Rice Cooker Market, By Distribution Channel:

Supermarkets/Hypermarkets

Specialty Stores

Multi-Branded Stores

Online

Exclusive Stores

Others

United States Electric Rice Cooker Market, By Region:

South

West

Mid-West

North-East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the US electric rice cooker 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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