

United States Sewing Machine Market, By Type (Electric, Computerized, Manual), By Use Case (Apparel, Shoes, Bags, Other), By Application (Industrial, Commercial, Residential), By Region & Competition, Forecast & Opportunities, 2020-2030F

<https://marketpublishers.com/r/U1A65DC053BEEN.html>

Date: June 2025

Pages: 87

Price: US\$ 3,500.00 (Single User License)

ID: U1A65DC053BEEN

Abstracts

Market Overview

The United States sewing machine market was valued at USD 553.50 million in 2024 and is expected to reach USD 653.25 million by 2030, growing at a CAGR of 2.8% during the forecast period. The market is witnessing steady growth fueled by the rising popularity of DIY culture, increasing interest in personalized fashion, and continual advancements in sewing machine technology. Consumers are gravitating toward creative expression through sewing, while sustainability concerns further drive interest in upcycling and garment repair. These trends are contributing to the expansion of sewing machine adoption across both residential and commercial segments.

Key Market Drivers

Rising Demand for DIY and Customized Fashion

The increasing appeal of DIY culture and personalized fashion is significantly driving growth in the U.S. sewing machine market. Consumers are actively pursuing sewing as a hobby, with many creating bespoke garments, accessories, and home décor pieces. This has heightened the demand for electric and computerized sewing machines that offer advanced features such as embroidery and automatic stitching. According to the Craft Industry Association (2023), 67% of U.S. consumers participate in sewing or crafting activities. Social media platforms like YouTube, Pinterest, and Instagram have

played a vital role in amplifying interest by offering tutorials and creative ideas. Furthermore, growing environmental awareness is encouraging practices like upcycling and clothing repair, increasing household adoption of sewing machines. The desire for one-of-a-kind, handmade products continues to boost market growth across consumer demographics.

Key Market Challenges

High Cost of Advanced Sewing Machines

A notable challenge in the U.S. sewing machine market is the elevated cost associated with advanced models, especially computerized and industrial machines. Although these offer precision, automation, and features such as touchscreen interfaces and programmable stitches, their high price points can deter budget-conscious consumers and small businesses. As a result, many users opt for more affordable manual or basic electric machines. In addition, the maintenance and repair costs of computerized models can further restrict adoption. This presents a challenge for manufacturers to deliver innovation while maintaining cost efficiency, in order to make high-end machines more accessible to a broader consumer base.

Key Market Trends

Sustainability and Upcycling Driving Market Growth

A prominent trend influencing the U.S. sewing machine market is the increased focus on sustainability and upcycling. Environmentally conscious consumers are turning to sewing machines to repair, repurpose, and extend the life of their garments. As the negative impact of fast fashion gains visibility, many are embracing a slow fashion movement that emphasizes mending and redesigning over discarding. This shift has led to growing sales of manual and electric sewing machines, particularly among younger, eco-aware buyers. In response, brands are incorporating energy-efficient features and eco-friendly materials into their product offerings. With sustainability becoming a core value among consumers, the market is expected to benefit from this ongoing trend.

Key Market Players

JACK Sewing Machine Co., Ltd.

Toyota Sewing Machines US

BERNINA International AG

AMF Reece Corp.

Aisin Corporation

Pegasus Sewing Machine Mfg. Co., Ltd.

Janome America, Inc.

Dürkopp Adler AG

Brother International Corporation

Singer Corporation.

Report Scope:

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

United States Sewing Machine Market, By Type:

Electric

Computerized

Manual

United States Sewing Machine Market, By Use Case:

Apparel

Shoes

Bags

Other

United States Sewing Machine Market, By Application:

Industrial

Commercial

Residential

United States Sewing Machine Market, By Region:

South

Midwest

West

Northeast

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the United States sewing machine market.

Available Customizations:

United States sewing machine 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).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

- 4.1. Brand Awareness
- 4.2. Factor Influencing Availing Decision

5. UNITED STATES SEWING MACHINE MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

- 5.2.1. By Type Market Share Analysis (Electric, Computerized, Manual)
- 5.2.2. By Use Case Market Share Analysis (Apparel, Shoes, Bags, Other)
- 5.2.3. By Application Market Share Analysis (Industrial, Commercial, Residential)
- 5.2.4. By Regional Market Share Analysis
 - 5.2.4.1. South Market Share Analysis
 - 5.2.4.2. Midwest Market Share Analysis
 - 5.2.4.3. Northeast Market Share Analysis
 - 5.2.4.4. West Market Share Analysis
- 5.2.5. By Top 5 Companies Market Share Analysis, Others (2024)

5.3. United States Sewing Machine Market Mapping & Opportunity Assessment

- 5.3.1. By Type Market Mapping & Opportunity Assessment
- 5.3.2. By Use Case Market Mapping & Opportunity Assessment
- 5.3.3. By Application Market Mapping & Opportunity Assessment
- 5.3.4. By Regional Market Mapping & Opportunity Assessment

6. UNITED STATES ELECTRIC SEWING MACHINE MARKET OUTLOOK

6.1. Market Size & Forecast

- 6.1.1. By Value

6.2. Market Share & Forecast

- 6.2.1. By Use Case Market Share Analysis
- 6.2.2. By Application Market Share Analysis

7. UNITED STATES COMPUTERIZED SEWING MACHINE MARKET OUTLOOK

7.1. Market Size & Forecast

- 7.1.1. By Value

7.2. Market Share & Forecast

- 7.2.1. By Use Case Market Share Analysis
- 7.2.2. By Application Market Share Analysis

8. UNITED STATES MANUAL SEWING MACHINE MARKET OUTLOOK

8.1. Market Size & Forecast

- 8.1.1. By Value

8.2. Market Share & Forecast

- 8.2.1. By Use Case Market Share Analysis
- 8.2.2. By Application Market Share Analysis

9. MARKET DYNAMICS

- 9.1. Drivers
- 9.2. Challenges

10. MARKET TRENDS & DEVELOPMENTS

- 10.1. Merger & Acquisition (If Any)
- 10.2. Type Launches (If Any)
- 10.3. Recent Developments

11. PORTERS FIVE FORCES ANALYSIS

- 11.1. Competition in the Industry
- 11.2. Potential of New Entrants
- 11.3. Power of Suppliers
- 11.4. Power of Customers
- 11.5. Threat of Substitute Types

12. UNITED STATES ECONOMIC PROFILE

13. COMPETITIVE LANDSCAPE

- 13.1. Company Profiles
 - 13.1.1. JACK Sewing Machine Co., Ltd.
 - 13.1.1.1. Business Overview
 - 13.1.1.2. Company Snapshot
 - 13.1.1.3. Types & Services
 - 13.1.1.4. Financials (As Per Availability)
 - 13.1.1.5. Key Market Focus & Geographical Presence
 - 13.1.1.6. Recent Developments
 - 13.1.1.7. Key Management Personnel
 - 13.1.2. Toyota Sewing Machines USA
 - 13.1.3. BERNINA International AG
 - 13.1.4. AMF Reece Corp.
 - 13.1.5. Aisin Corporation
 - 13.1.6. Pegasus Sewing Machine Mfg. Co., Ltd.
 - 13.1.7. Janome America, Inc.

- 13.1.8. D?rkopp Adler AG
- 13.1.9. Brother International Corporation
- 13.1.10. Singer Corporation.

14. STRATEGIC RECOMMENDATIONS

- 14.1. Key Focus Areas
 - 14.1.1. Target Type
 - 14.1.2. Target Application
 - 14.1.3. Target Region

15. ABOUT US & DISCLAIMER

I would like to order

Product name: United States Sewing Machine Market, By Type (Electric, Computerized, Manual), By Use Case (Apparel, Shoes, Bags, Other), By Application (Industrial, Commercial, Residential), By Region & Competition, Forecast & Opportunities, 2020-2030F

Product link: <https://marketpublishers.com/r/U1A65DC053BEEN.html>

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/U1A65DC053BEEN.html>