

Asia Pacific Housewares Market Forecast to 2030 - Regional Analysis - by Product Type (Cookware and Bakeware, Tableware, Kitchen Appliances, Bathroom Essentials, and Others) and Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others)

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Abstracts

The Asia Pacific housewares market was valued at US\$ 1,20,628.75 million in 2022 and is expected to reach US\$ 1,74,669.16 million by 2030; it is estimated to record a CAGR of 4.7% from 2022 to 2030.

Rising Penetration of E-Commerce Fuels Asia Pacific Housewares Market

Easy access to e-commerce platforms owing to the rising adoption and reach of smartphones and the Internet, the growing purchasing power of consumers, and the convenient shopping experience provided by online retail platforms are among the major factors driving the sales of housewares through e-commerce platforms.

Consumers increasingly prefer buying housewares via online retail platforms due to the availability of various products of different brands at affordable prices with detailed product descriptions, consumer ratings & reviews, and home delivery services. During the COVID-19 pandemic, people were compelled to stay home, which resulted in an inclination toward online shopping. Thus, with the increasing penetration of e-commerce across different geographies, housewares manufacturers are focusing on enhancing their online presence by selling their end products through well-known e-commerce platforms, such as Lidl, Amazon, and Walmart. Moreover, they provide direct-to-consumer (D2C) sales services through their websites to sell products online. Hence,

the rising penetration of e-commerce is expected to provide lucrative opportunities for the housewares market during the forecast period.

Asia Pacific Housewares Market Overview

The housewares market in Asia Pacific is segmented into Australia, China, India, Japan, South Korea, and the Rest of Asia Pacific. The growing urbanization and disposable income of the middle-class population is a prime factor that has propelled the demand for modern and convenient housewares, including advanced kitchen appliances and stylish tableware. According to the International Labour Organization (ILO), the total income of Asian and Pacific countries increased by 3.5% in 2021, wherein China accounted for 0.3% in 2021 and 0.7% in the first half of 2022. Similarly, total income grew by 12.4% in Central and Western Asia. Further, the influence of Western lifestyles and cooking trends is another major factor bolstering the demand for specialized cookware and bakeware products in Asia Pacific. Despite the growth opportunities, price sensitivity among consumers presents a significant challenge for the progress of housewares businesses in Asia Pacific. Many consumers in the region tend to opt for affordable and basic houseware products. Moreover, the market is highly competitive, with both local and international brands rivaling for better market positions.

Asia Pacific Housewares Market Revenue and Forecast to 2030 (US\$ Million)

Asia Pacific Housewares Market Segmentation

The Asia Pacific housewares market is segmented based on product type, distribution channel, and country. Based on product type, the Asia Pacific housewares market is segmented into cookware and bakeware, tableware, kitchen appliances, bathroom essentials, and others. The kitchen appliances segment held the largest market share in 2022.

In terms of distribution channel, the Asia Pacific housewares market is segmented into supermarkets and hypermarkets, specialty stores, online retail, and others. The supermarkets and hypermarkets segment held the largest market share in 2022.

By country, the Asia Pacific housewares market is segmented into China, Australia, India, Japan, South Korea, and the Rest of Asia Pacific. The Rest of Asia Pacific dominated the Asia Pacific housewares market share in 2022.

Bradshaw Home Inc, Inter Ikea Holding Bv, Hutzler Manufacturing Co Inc, TTK Prestige

Ltd, Newell Brands Inc, BSH Hausgerate Gmbh, and Kohler Co are some of the leading players operating in the Asia Pacific housewares market.

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