

# **Housewares Market Size and Forecasts (2020 - 2030), Global and Regional Share, Trends, and Growth Opportunity Analysis Report Coverage: 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)**

<https://marketpublishers.com/r/HC015B4DE58FEN.html>

Date: October 2023

Pages: 150

Price: US\$ 4,550.00 (Single User License)

ID: HC015B4DE58FEN

## **Abstracts**

The housewares market size was valued at US\$ 321.40 billion in 2022 and is expected to reach US\$ 442.51 billion by 2030; it is estimated to register a CAGR of 4.1% from 2022 to 2030.

Housewares are products and items used within a household for various purposes, such as cooking, baking, and home organization. The market for housewares has been growing steadily due to several factors. Firstly, changing lifestyles and the trend toward more time spent at home have increased the demand for functional and aesthetically pleasing housewares. Additionally, the rise of e-commerce and online shopping platforms has made it easier for consumers to access a wide range of houseware products. The COVID-19 pandemic further accelerated this growth, as people spent more time at home and invested in improving their living spaces. These factors, coupled with innovative designs and sustainable options, have driven the expansion of the housewares market.

Based on product type, the market is categorized into cookware and bakeware, tableware, kitchen appliances, bathroom essentials, and others. The tableware segment

is expected to register the highest CAGR during 2022–2030. Tableware segment includes products like crockery, cutlery, glassware, and serveware. A surge in demand for tableware in the housewares market can be attributed to transformed dining habits during the COVID-19 pandemic. With more people dining at home, people have started focusing on aesthetic and functional tableware, as it enhances home dining experiences. From everyday meals to special gatherings, consumers are looking for tableware sets that elevate their dining experience. Furthermore, a growing appreciation for unique and artisanal designs has played a significant role in driving the demand for tableware. Consumers are increasingly drawn to handcrafted and artistically inspired tableware pieces that bring a touch of individuality and personality to their dining settings. Thus, a shift toward more personalized and visually striking tableware choices has contributed to the progress of the housewares market for the tableware segment. Vivo - Villeroy & Boch Group, Corelle, Pyrex, Luminarc, Schott Zwiesel, and among others are some of the prominent players operating in the tableware segment.

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.

In recent years, several trends have shaped the housewares market in emerging countries such as China, Japan, South Korea, India, and Australia. One of these trends is the growing preference for multifunctional cookware and kitchen appliances. Consumers seek versatile products that perform multiple tasks, promoting efficiency and space-saving in their kitchens. As a result, manufacturers have been responding to these demands by developing innovative cookware sets and kitchen appliances. Moreover, smart technology integration has been a critical trend for kitchen appliance manufacturers. Smart kitchen appliances, with features such as remote control, automation, and compatibility with digital assistants, appeal to tech-savvy consumers.

These appliances offer convenience and control, allowing users to manage their kitchen tasks more efficiently. Further, consumers are investing in high-quality bathroom fixtures, accessories, and textiles to create a relaxing and indulgent bathroom environment. This trend reflects a growing interest in self-care and wellness among consumers across the Asia Pacific.

The key players operating in the global housewares market include Bradshaw Home Inc, The Denby Pottery Co Ltd, HF Coors Co Inc, Inter Ikea Holding Bv, Hutzler Manufacturing Co Inc, TTK Prestige Ltd, Newell Brands Inc, BSH Hausgerate Gmbh, Kohler Co, and Haier US Appliance Solutions Inc among others. Players operating in the global housewares market focus on providing high-quality products to fulfill customer demand. They also focus on strategies such as investments in research and development activities, new product launches, and expanding production capacities.

The overall global housewares market size has been derived using primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights into the topic. The participants of this process include industry experts such as VPs, business development managers, market intelligence managers, and national sales managers—along with external consultants such as valuation experts, research analysts, and key opinion leaders—specializing in the housewares market.

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