

North America 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 North America housewares market was valued at US\$ 65,022.75 million in 2022 and is expected to reach US\$ 83,735.07 million by 2030; it is estimated to record a CAGR of 3.2% from 2022 to 2030.

Increasing Purchase of Housewares with Rising Number of Households Fuels North America Housewares Market

Dynamic changes in lifestyle and the rising dual income families led to an upsurge in disposable incomes and improved living standards of households. With increasing disposable incomes, consumers spend significant amounts on housewares and other appliances supporting convenient living. They are often willing to purchase new products owing to their unique styles, which appeal to their individuality, resulting in a higher buying frequency. Moreover, a burgeoning number of single-person households triggers the need for home modifications, thereby driving the demand for housewares such as kitchen appliances, cookware, bakeware, tableware, and bathroom essentials. Further, a rise in urbanization has been bolstering the demand for residential units and, ultimately, homewares products. As per the US Census Bureau and the US Department of Housing and Urban Development, the US completed construction of ~1,337,800 housing units in 2021, whereas construction of 1,702,000 housing units was in progress. Thus, the increasing construction of housing units across various countries

further boosts the demand for housewares. Thus, the increasing construction of housing units further boosts the demand for housewares.

North America Housewares Market Overview

North America is one of the most significant regions for companies in the global housewares market as there has been a noticeable shift in this region toward healthier and home-made cooking options. The housewares market in North America is further segmented into the US, Canada, and Mexico. Consumers in these countries are continuously looking for non-stick and ceramic cookware that reduces the need for excessive oil and fats. Besides the excessive use of oil and fats, sustainability has become a primary concern, leading to the popularity of eco-friendly and recyclable materials in kitchen utensils and bakeware. Hence, manufacturers are increasingly launching cooking and bakeware to cater to the consumers' particular demands. For instance, in April 2022, Meyer Corporation, US, launched Meyer, a new product line in cookware. It mainly involves the 'Hard-Anodized' and 'Stainless Steel Collection' and the 'Spark Special Edition Set.' Smart kitchen technology has also started to gain traction in North America, integrating Internet of Things (IoT) devices and applications with housewares that allow users to control and monitor their kitchen appliances remotely. Owing to such a transition in consumer preferences, international players in the housewares market take strategic initiatives to expand their businesses in North America.

North America Housewares Market Revenue and Forecast to 2030 (US\$ Million)

North America Housewares Market Segmentation

The North America housewares market is segmented based on product type, distribution channel, and country. Based on product type, the North America 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 North America 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 North America housewares market is segmented into the US, Canada, and Mexico. The US dominated the North America housewares market share in 2022.

Bradshaw Home Inc, HF Coors Co Inc, Inter Ikea Holding Bv, Hutzler Manufacturing Co Inc, Newell Brands Inc, BSH Hausgerate Gmbh, Kohler Co, and Haier US Appliance Solutions Inc are some of the leading players operating in the North America housewares market.

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