

United States Small Home Appliances Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 120 pages | Mordor Intelligence

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Report description:

The Coronavirus Disease Pandemic (COVID-19) has affected all parts of the world. The coronavirus has not only taken several lives but has also affected the global economic structure. The growing popularity of the work-from-home style of working among corporate professionals for disease prevention purposes has gained traction in the consumer's interest in doing various cooking activities. Time-saving small cooking appliances such as bread makers and electric grills have been on the rise as consumers limit their foodservice experiences.

Small appliances are semi-portable or portable machines and are generally used on platforms such as counter-tops and tabletops. Some of the small appliances are air purifiers, humidifiers & dehumidifiers, blenders, clothes steamers & iron, electric kettles & coffee machines, and others.

The United States is the world's foremost producer and the largest market for home appliances. United States' small home appliances market has been gaining prominence on account of devices enhanced with smart sensors and the Internet of things enabled technology, meaning that the devices can be controlled and monitored remotely through mobile applications. The companies in the United States home appliances market are investing heavily in designing innovative and user-friendly products to provide the consumer better and gain a larger market share in an extremely competitive market scenario.

The market is anticipated to grow owing to the increased technological advancements in the appliances. Consumers are strongly attracted to appliances that complete core functions effectively and can help them save time in their increasingly busy days. Small appliances manufacturers are maintaining growth by increasing the functions of some models. Technology advancements to reduce energy consumption, and its impact on the environment, along with smart operating features will consistently propel the market enlargement.

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US Small Home Appliances Market Trends

Small Kitchen Appliances Segment is Driving the Market

Small kitchen appliances are generally used to accomplish several kitchen tasks. Microwaves, ovens, toasters, and coffeemakers, among others, are a few types of small kitchen appliances. Small kitchen appliance manufacturers are expanding their product portfolio, owing to the increase in demand from end-users. Manufacturers are also incorporating connected technologies in their products to save time. Some of the latest technologies being used are Wi-Fi, cameras, touchscreens, and other upgrades. An increase in the disposable income of consumers is the primary reason for the growth of the small kitchen appliances market. Thus, the demand for small kitchen appliances is expected to grow during the forecast period. Convenience in the usage of compact kitchen appliances, owing to ease in handling and maintenance is fuelling the growth of the United States' small home appliances market.

Increasing Residential Construction is Driving the Market for Home Appliances

Residential construction is a significant industry in the United States. Growth of residential construction, rapid urbanization, and change in lifestyle has supplemented the growth of Home appliance market. The housing market is a key driver of appliance sales. That is because new homes mean new kitchen appliances, which make up most of those core products. The residential housing sector in the United States is likely to generate increased demand for small home appliances in the country, thus boosting the future growth prospects of the market.

US Small Home Appliances Market Competitor Analysis

The report covers major international players operating in the United States Small Home Appliances Market. In terms of market share, some of the major players currently dominate the market. However, with technological advancement and product innovation, mid-size to smaller companies are increasing their market presence by securing new contracts and by tapping new markets.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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