

North America Small Home Appliances Market Report and Forecast 2024-2032

Market Report | 2023-11-14 | 133 pages | EMR Inc.

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Report description:

North America Small Home Appliances Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the North America small home appliances market is projected to grow at a CAGR of 3.50% between 2024 and 2032. Aided by the shifting lifestyles of consumers, the pressing need for convenience, and rapid technological advancements, the market is expected to grow significantly by 2032.

Small home appliances refer to the range of portable or semi-portable gadgets that are primarily utilised for specific tasks. These include coffee makers, microwaves, toaster ovens, blenders, vacuum cleaners, and more. They play a crucial role in enhancing the ease of daily chores and optimising the living standards of consumers. Thanks to the technological progress, these appliances are not just tools but smart, connected devices that interact, learn, and adapt to user behaviour.

One of the primary North America small home appliances market trends include the continuous pursuit of convenience by consumers. With hectic lifestyles, individuals are increasingly relying on efficient and quicker methods to accomplish household tasks. This drives the demand for multifunctional and technologically advanced appliances that save time and deliver effective results.

Additionally, the evolution of smart homes has contributed significantly to North America small home appliances market demand. As homes become more connected, the demand for smart small appliances that can be controlled remotely, provide feedback, or can be integrated with other home systems has surged. Integration capabilities with AI-powered platforms such as Amazon's Alexa, Google Assistant, and Apple's Siri further enhance the appeal of these devices, fuelling their adoption.

The sustainability trend is also leaving its mark on the small home appliances sector and propelling the North America small home appliances market growth. As consumers become more environmentally conscious, there's a growing preference for energy-efficient devices that minimise carbon footprints and reduce electricity bills. Brands are responding by designing appliances that meet ENERGY STAR certifications or employ green technologies.

Yet another factor augmenting the North America small home appliances market share is the boom in online retail in North America. E-commerce platforms, offering a myriad of options, detailed product reviews, and competitive pricing, have emerged as popular channels for purchasing small home appliances. Enhanced digital marketing strategies, combined with the convenience of doorstep delivery, are further pushing online sales.

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Market Segmentation □

The market can be divided based on product, end use, distribution channel, and country.

Market Breakup by Product

- Rice Cookers
- Microwave
- Blenders
- Coffee Makers
- Toasters, Grills, and Roasters
- Irons
- Vacuum Cleaners
- Hair Dryers
- Others

Market Breakup by End Use

- Commercial
- Domestic

Market Breakup by Distribution Channel

- Supermarkets and Hypermarkets
- Speciality Stores
- Online
- Others

Market Breakup by Country

- United States of America
- Canada

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the North America small home appliances market. Some of the major players explored in the report by Expert Market Research are as follows:

- Whirlpool Corporation
- Electrolux AB
- Toshiba Corporation
- Samsung Electronics Co. Ltd
- Panasonic Corporation
- LG Electronics
- Nestle Nespresso S.A.
- Conair Corporation
- Hamilton Beach Brands, Inc.
- Others

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*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only

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indicative and may be different from the actual report.

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