

## **Global Air Fryer Market Report and Forecast 2024-2032**

Market Report | 2024-01-04 | 162 pages | EMR Inc.

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### **Report description:**

Global Air Fryer Market Report and Forecast 2024-2032

#### Market Outlook

According to the report by Expert Market Research (EMR), the global air fryer market attained a value of USD 1,020.34 million in 2023. Aided by the growing demand for healthier cooking alternatives and the increasing awareness about the detrimental health impacts of deep-fried foods, the market is further expected to grow at a CAGR of 7% between 2024 and 2032, to reach a value of USD 1,875.85 million by 2032.

Air fryers, representing a revolutionary advancement in kitchen appliances, employ a rapid air circulation mechanism to cook food. They promise the texture and taste akin to deep frying but utilise considerably less oil, typically up to 80% less, offering a healthier cooking method. Given its ability to cater to the global desire for fried food, while considerably reducing the associated health risks, air fryers have garnered immense popularity among health-conscious consumers.

The escalating consumer preference for health-centric products and appliances is a key propellant for the air fryer market growth. The mounting awareness about the health repercussions of excessive oil consumption, including cardiovascular diseases and obesity, has resulted in a significant tilt towards healthier cooking alternatives. Air fryers, with their promise of delivering the much-loved crispy texture without the excess oil, perfectly cater to this demand.

Additionally, the rise of the modern, urban lifestyle, characterised by time constraints and the pursuit of convenience, has further bolstered the air fryer market demand. The air fryer, with its multifunctional capabilities, not only fries but also grills, roasts, and bakes, making it an essential tool for urban kitchens. Its quick cooking times, coupled with its versatility, render it particularly appealing to the urban populace.

Technological advancements have further elevated the air fryer's market appeal. Modern air fryers come equipped with digital interfaces, preset cooking modes, and even AI integrations that can adjust cooking times and temperatures for different foods. Such innovations not only enhance user convenience but also ensure optimal cooking results.

As per the air fryer market analysis, as sustainability takes centre stage in consumer appliances, there's a discernible push towards energy-efficient air fryers. The newest models in the market are not only energy-efficient but are also made using sustainable materials, reflecting the industry's commitment to eco-friendly practices.

#### Market Segmentation

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The market can be divided based on device type, type, distribution channel, end use, and region.

#### Market Breakup by Device Type

- Manual
- Digital

#### Market Breakup by Type

- Drawer Type
- Lid Type

#### Market Breakup by Distribution Channel

- Hypermarkets and Supermarkets
- Electronic Stores
- Online
- Others

#### Market Breakup by End Use

- Household
- Commercial

#### Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

#### 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 global air fryer market. Some of the major players explored in the report by Expert Market Research are as follows:

- Koninklijke Philips N.V.
- SharkNinja Operating LLC
- Newell Brands, Inc.
- Breville Group Limited
- Havells India Ltd.
- TTK Prestige Ltd.
- NuWave, LLC.
- Faber S.p.A
- United Gain Limited
- Corelle Brands LLC (Instant)
- Others

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