

India Electric Vegetable Choppers - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029

Market Report | 2024-02-17 | 120 pages | Mordor Intelligence

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Report description:

The India electric vegetable choppers market has generated a revenue of over USD 290 million in the current year and is anticipated to register a CAGR of more than 5% for the forecast period.

Key Highlights

- The growth in the Indian electric vegetable choppers market was primarily due to changing lifestyles and a desire for convenience in food preparation among consumers. Increasing innovations in chopper designs and functions attract consumers. Compact and portability is another key driver for the growth of the market.
- Many brands manufacture electric vegetable choppers locally in India in order to comply with quality standards. Eco-friendly and sustainable solutions are also gaining popularity in the Electric vegetable choppers market.
- Initially, during COVID-19, supply chain disruptions affected the production and distribution of electric vegetable choppers. Later, with lockdowns and restrictions in place, more people got inclined towards home cooking. This led to a surge in kitchen appliances like electric vegetable choppers as consumers sought ways to make food preparation easier.
- With a chopping board and knife taking tedious time during cooking, the electric chopper can save time and reduce kitchen accidents. Multipurpose features and germ resistance exist as a reason for the expansion of its market.

India Electric Vegetable Choppers Market Trends

Rise of Urbanization in India

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- Urbanization in India began due to the country's adoption of a mixed economy, which gave rise to the development of the private sector. India's rapid economic growth will be a fundamental shift in terms of a massive urban transformation, the largest national urban transformation of the 21st century.
- The growth of urbanization has led to an increase in disposable income, in turn, the people's interest in smart kitchen appliances. Electric vegetable choppers are among the smart kitchen appliances that have grown in urban areas over the years.

Rise of E-Commerce in India

- E-commerce has grown in India over the past few years. With add-on advantages of accessibility, wider product selections, access to user manuals and tutorials, product comparisons, and availability of accessories, e-commerce has registered growth over the years. E-commerce platforms have made it easy for consumers to purchase appliances like electric vegetable choppers from the comfort of their homes. This accessibility has led to an increase in sales.

India Electric Vegetable Choppers Industry Overview

The Indian electric vegetable choppers market is fragmented, with many branded players. The report covers major players operating in the Indian electric vegetable choppers market. Some of the major players in the Indian electric vegetable choppers market include Prestige, Bajaj, Philips, Wonderchef, and Glen, among others. With technological advancements mid to small-group companies can tap the market.

Additional Benefits:

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

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