

Mixer Grinder - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029

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Report description:

The Mixer Grinder Market size is estimated at USD 14.69 billion in 2024, and is expected to reach USD 17.62 billion by 2029, growing at a CAGR of 3.71% during the forecast period (2024-2029).

The outbreak of the Covid-19 pandemic had a significant impact on the mixer grinder market, like on many other industries. The pandemic led to changes in consumer behavior, supply chain disruptions, and overall economic uncertainty, affecting the market's growth. During the initial phases of the pandemic, the mixer grinder market witnessed a significant decline in demand as people prioritized essential items over non-essential items. Additionally, supply chain disruptions and production halts led to a shortage of raw materials and delayed product launches. However, with the increase in work-from-home and stay-at-home orders, the demand for kitchen appliances, including mixer grinders, increased significantly. The pandemic also increased home cooking and healthy eating trends, increasing demand for mixer grinders that can grind and mix healthy ingredients.

Major drivers of the global residential mixer grinder market include working women/ individual living people who lack time for cooking, the surge in the spending capacity of consumers, an increase in the number of residences, and a rise in dependency on smart kitchen appliances. It also includes penetration of products through major specialty retail sectors and online platforms. In addition, rapid urbanization in emerging economies and the adoption of expensive premium residential mixer grinders across the globe are expected to propel the market during the forecast period. However, higher prices and risks associated with the product while handling are major market restraints. Developing new and innovative products, targeting new customers, and penetrating products through e-commerce are expected to create significant opportunities for the market. People in the market are looking for products that are convenient to use and at the same time in their affordability range. The capacity and functionality of products are other important factors that consumers consider when buying mixer grinders or similar appliances in the market. To meet varying customer demands, manufacturers are working on incorporating robotic technologies in mixers and grinders to provide a

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user-friendly interface and enable ease of operations.

Mixer Grinder Market Trends

Growing Average Per Capita expenditure on Small Kitchen Appliances is driving the Market

Per Capita Expenditure on small kitchen appliances is showing an upward trend, and this is signifying the growth of the Mixer Grinder Market. The Mixer Grinder Market showed increasing sales over the past 5 years and increasing work from home, signifying an increase in the small kitchen appliances market. These small kitchen appliances are making work easier and time-saving. Therefore, they grew their presence across offices, restaurants, and homes.

Asia Pacific is Witnessing Largest Consumer

The maximum number of mixer grinder market functions in regions of China followed by India, the United States, Brazil, and Indonesia making Asia-Pacific the largest market for Mixer Grinder. Asian countries witness the largest consumer of mixer grinders because of the high population, homes, and small businesses acquiring the mixer grinder for various purposes. It makes this region the largest consumer of mixers, and North America is the fastest-growing market for the same.

Mixer Grinder Industry Overview

The Mixer Grinder market is fragmented and highly competitive due to the presence of many small and large players. Companies are trying to innovate new multi-functional mixer grinders to remain competitive and attract customers in the market. Stakeholders are implementing an omnichannel marketing strategy to reach many customers worldwide. Diversification in terms of products and places will likely help companies maintain their businesses in the future. Many start-ups are also innovating different products, such as BSH and the Power Smokeless grinder by GoWISE, which can further increase the competition for already existing brands.

Additional Benefits:

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

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