

United States Small Kitchen Appliances - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029

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Report description:

The United States Small Kitchen Appliances Market size is estimated at USD 25.24 billion in 2024, and is expected to reach USD 29.91 billion by 2029, growing at a CAGR of 3.45% during the forecast period (2024-2029).

The United States Small Kitchen Appliances Market is currently the most exciting and innovative space. The market is witnessing a huge amount of growth, innovation, and consumer engagement, owing to the changing taste of consumers and the continuously evolving lifestyle.

Changing and continuously evolving consumer buying patterns, including an increase in the percentage of consumers who are purchasing houseware online, create both opportunities and uncertainty for the growth prospects within the small appliance category, as well as for all the individual retailers and several industry participants. The major players in the industry are continuously focusing on innovation to reach the growing and changing consumer tastes in the market studied. Leading market share Hamilton Beach is the #1 small kitchen appliance brand in the USA, in brick-and-mortar and e-commerce channels, based on units sold, with a 9.5% share on June 30, 2022

The outbreak of coronavirus illness harmed the United States small kitchen appliances market in 2020, as governments around the world instituted lockdowns. The online sales of small kitchen appliances experienced an increase, during the ongoing COVID-19 pandemic. The US online small kitchen appliance sales surged due to the emergence of numerous e-commerce website which offer attractive deals & discounts. The dip in 2020 was not as severe, and the market recovered in 2021 as a result of increased consumer spending, an increase in the number of single-person households, the launch of new businesses, and so on. The market is likely to grow in the future as many companies introduce small kitchen appliances.

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US Small Kitchen Appliances Market Trends

Growing Preference For Small Kitchen Appliances Among Millennials is Driving the Market

Eco-conscious millennials are highly inclined toward small-space appliances, as they use a lesser amount of energy to run compared to full-sized appliances. The small-space appliances are available in several sizes, from 18 to 28 inches wide in refrigerators, ranges, exhaust hoods, dishwashers, built-in coffee makers, and washers and dryers.

The trend of small kitchen appliances gained momentum among the millennial population, as they started purchasing multi-functional appliances or replacing traditional models of appliances. Thus, the growing trend of small kitchen appliances among the millennials in the United States serves as a major driver for the market studied.

The Keurig coffee machine (three of the top 10 small kitchen appliances year-to-date) is replacing the traditional coffee makers, offering a much quicker and more convenient cup of coffee for today's on-the-go consumer. The Instant Pot (seven of the top 10 small kitchen appliances year-to-date) combines a pressure cooker, slow cooker, rice cooker, and several other functions into a single device.

Technological Advancements are Driving the Market

AI-enabled kitchen appliances are gaining importance due to technological advancements, such as voice control and artificial intelligence, that make the intelligent assistant a control centre for connected homes. Smart home devices and the AI assistants, such as Alexa, Siri, and OK Google, to start or stop kitchen appliances are expected to transform the market.

GE Appliances, Samsung, and Electrolux are key players who are increasingly using technological innovation in the market. Additionally, leading vendors, such as LG and Kitchen Aid, are investing in AI-enabled smart appliances, like smart refrigerators, ovens, and dishwashers, to attract the maximum number of consumers in the market.

A few of the major factors that drive the demand for smart kitchen appliances include higher internet penetration, an increased supply of mobile entities, improvements in wireless communications, the emergence of cloud services, higher demand for low-energy high-performance technologies, and other advancements in IoT technologies.

Moreover, the growing demand for smart home appliances has resulted in the rising demand for smart kitchen appliances. Smart speaker technology is rapidly evolving, with newer specifications and innovations being added every day.

US Small Kitchen Appliances Industry Overview

The report covers major international players operating in the US small kitchen appliances market. Some of the key players in the market are Hamilton Beach Brands Holding Company, Newell Brands, Spectrum Brands, Breville Group Limited and Gourmia. 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. Companies are adopting a sustainable approach to production, integration of technology with appliances, and nearshore manufacturing are the major trends witnessed in the market.

Additional Benefits:

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

Table of Contents:

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1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

4.1 Market Overview

4.2 Market Drivers

4.3 Market Restraints

4.4 Value Chain / Supply Chain Analysis

4.5 Industry Attractiveness - Porter's Five Force Analysis

4.5.1 Threat of New Entrants

4.5.2 Bargaining Power of Buyers/Consumers

4.5.3 Bargaining Power of Suppliers

4.5.4 Threat of Substitute Products

4.5.5 Intensity of Competitive Rivalry

4.6 Insights on Consumer Buying Behaviour in Small Kitchen Appliance market

4.7 Insights on Multifunctional Small Kitchen Appliances

4.8 Insights on Government Regulations in the Market

4.9 Insights on Technological Disruption in the Market

4.10 Impact of COVID-19 on the Market

5 MARKET SEGMENTATION

5.1 By Product

5.1.1 Coffee Makers

5.1.2 Tea Makers

5.1.3 Juicers

5.1.4 Mixers

5.1.5 Blenders

5.1.6 Water Dispensers

5.1.7 Countertop Water Filters

5.1.8 Food Processors

5.1.9 Countertop/Stand-alone Ice Makers

5.1.10 Small Refrigerators

5.1.11 Electric Kettle

5.1.12 Electric Cooker

5.1.13 Other Products (Electric Deep Fryers, Waffle Irons, Egg Cookers, Toaster, Indoor Grills, Electric Griddles, Knife Sharpeners, and Popcorn Makers)

5.2 By Distribution Channel

5.2.1 Multi-brand Stores

5.2.2 Exclusive Stores

5.2.3 Online

5.2.4 Other Distribution Channels

5.3 By End Use

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- 5.3.1 Residential
- 5.3.2 Commercial

6 COMPETITIVE LANDSCAPE

6.1 Market Competition Overview

6.2 Company Profiles

6.2.1 Hamilton Beach Brands Holding Company

6.2.2 Newell Brands

6.2.3 Spectrum Brands

6.2.4 Breville Group Limited

6.2.5 Gourmia

6.2.6 Smeg Spa

6.2.7 Electrolux AB

6.2.8 Whirlpool Corporation

6.2.9 APEX Water Filters Inc.

6.2.10 Luma Comfort

6.2.11 New Air

6.2.12 Danby

6.2.13 Edgestar

6.2.14 Other Companies (Panasonic Corporation, Koninklijke Philips NV, Instant Brands Inc., BIG Chill, BSH Hausgerate GmbH, Della, Sentern)*

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

8 APPENDIX AND ABOUT US

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