

**Food Blenders and Mixers Market Assessment, By Product [Grinders, Mixers, Juicers, Whisks, Choppers, Immersion Blenders, Food Processors, Others], By Type [Handheld Appliance, Countertop Appliance], By Power Supply [Wired, Wireless], By Function [Electric, Manual], By End-user [Residential, Commercial], By Price Range [Mass Segment, Premium Segment], By Distribution Channel [Offline, Online], By Region, Opportunities and Forecast, 2017-2031F**

Market Report | 2024-07-16 | 231 pages | Market Xcel - Markets and Data

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**Report description:**

Global food blenders and mixers market is projected to witness a CAGR of 7.41% during the forecast period 2024-2031, growing from USD 9.05 billion in 2023 to USD 16.03 billion in 2031. Factors such as consumers' increasing demand for convenient and time saving cooking solutions and their increasing preference for kitchen appliances which are capable of handling a wide range of culinary tasks are majorly driving the market growth.

Additionally, the requirement of blenders and mixers in the preparation of baby food and meals for patients and elderly people as they consume soft, blended, and easy-to-digest food is further augmenting the demand for food blenders and mixers among the consumers.

The market is witnessing growth as consumers increasingly prefer quick and efficient cooking solutions, which enable them to save significant time during the preparation of food, which is particularly a case in working professionals. Innovations and advancements in technology are enhancing the product appeal due to ease of use, improved performance and increased versatility and functionality of the blenders and mixers to drive the market growth. Technological advancements such as advanced blade designs, incorporation of powerful motors, and smart features such as touch controls and preset functions and programs enrich the consumers' experience.

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Moreover, convenient and functional food blenders and mixers are gaining more popularity among consumers which have features such as detachable parts that ensure easy cleaning, multi-purpose functionality, and wireless models for better portability. A demand for heavy duty and high-performance blenders and mixers has been witnessed in the foodservice industry, including cafes, restaurants, and catering services.

Asia-Pacific is one of the fastest growing regions as the electrification rate is increasing, with countries in the region enduring good access to electricity, driving the market growth. According to the estimates of the International Energy Agency in 2022, 97% of Asia-Pacific had access to electricity, with most progress occurring in India, Bangladesh, and Indonesia. These countries have an electrification rate of about 99% with the support of government policies and schemes such as the Saubhagya Scheme in India.

#### Multi-purpose Food Blenders and Mixers to Gain Popularity Among the Consumers

One of the major drivers of food blenders and mixers is the incorporation of multi-functionality in the food blenders and mixers which offers versatility and convenience to the consumers.

Consumers can carry out different operations such as blending, chopping, grinding, processing, along with other functions without purchasing more than one product. Thus, the feature of multi-functionality eliminates the need to store different gadgets in the kitchen, ultimately saving space and money.

Another important factor which multi-purpose food blenders and mixers cater for is convenience. Most multifunctional blenders come with preset programs and variable speed controls which help the user achieve perfect consistency effortlessly. Ease of use is extremely desirable to home bakers or during meal preparation for a larger audience.

For instance, in April 2023, Blendtec Inc. introduced its latest all-new immersion blender which offers versatility and convenience to the users as it is multi-functional. The blender offers blending, pureeing, and mixing with the help of different attachments available with it. It comes with a whisk, blending wand, and a chopper, which makes it a perfect all-in-one tool for home cooking.

#### Wireless Food Blenders and Mixers to Drive the Market Growth

Consumers increasingly prefer wireless food blenders and mixers over wired appliances for several reasons such as portability and convenience. These appliances can be used anywhere, from on the counter in the kitchen to tables in the dining room or even outdoors, without the requirement of plugging them to power supply. This feature is more useful when there is a very minimal number of power outlet availability within the kitchen or during times with heavy cooking activities when mobility is constantly required. These blenders and mixers offer ease of storage, further adding to the convenience of the consumers. Often, cordless models are compact and easier to store due to the elimination of careful cord management.

These blenders and mixers are equipped with batteries. Advances in technology on the life of batteries and the ability to make cordless models more effective and efficient are driving the market growth. The modern cordless blenders or mixers are very powerful and convenient compared to the corded models, with batteries which last for longer duration on a single charge.

For instance, in September 2023, Magic Bullet launched its portable blender which is wireless and battery enabled. The compact portable blender offers over 15 blending cycles in every 90 minutes of charging with the help of two 2000mAh batteries and USB-C power source. It ensures versatility and makes it easier for consumers to carry during travels as well.

#### Durable Food Blenders and Mixers to Supplement the Market

The durable and superior quality food blenders and mixers offer long-term cost effectiveness. Long life for sturdy appliances developed with quality materials and robust construction requires less frequent replacement, hence, the customer derives cost savings in the long term from such sturdy blenders or mixers. Durable appliances reduce electronic waste by lessening the number of times an appliance will be trashed and replaced, which adds to the sustainability trend.

A sturdy mixer or blender reduces the wear and tear that comes with constant use and consistent performance. Be it blending, chopping, grinding, or mixing, they perform all tasks without too much degradation of performance. High-quality, as opposed to low-durable, appliances are thus less likely to malfunction or break down, minimizing the risks of accidents or injuries. They are designed to bear daily use and ensure a safer cooking environment for consumers.

For instance, in October 2023, Bajaj Electricals Limited launched the latest range of Mixer Grinders with 'Military Grade Jars', characterized to have unbeatable toughness. These jars have been designed by the company to withstand kitchen accidents and falls without sustaining damage or dents. These jars comply with the globally recognized MIL-STD 810H military standard in terms of toughness and durability.

The durable and superior quality food blenders and mixers offer customer satisfaction as they provide warranty, after-sale service,

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low cost repairs, and changes of parts in the appliance, ensuring the extension of the lifetime of the appliance.

#### Asia-Pacific to be the Fastest Growing Region

Asia-Pacific is witnessing continuous increase in the demand for food blenders and mixers due to factors such as increasing electrification rate in the region and introduction of various government schemes and initiatives which are aimed to promote domestic manufacturing to launch technologically advanced products, enhancing the appeal of the consumers.

For instance, launch of the flagship initiative, the Make in India campaign by the government of India, encourage domestic and foreign direct investments in the manufacturing of food blenders and mixers. The campaign offers incentives such as simplified regulations and tax breaks, expanding the production for kitchen appliances including blenders and mixers. In October 2023, Wonderchef Home Appliances Pvt. Ltd unveiled Wonderchef Nutriblend Smart which is the first fully automatic mixer grinder in India. The mixer is a fusion of mixer and grinder which makes the entire blending process automatic and does not require any human intervention. Its smart touch panel offers precise control over different blending modes and speed.

Similarly, China's "Made in China 2025" plan aimed at upgrading the manufacturing sector as the program focuses on the innovation and quality of the consumer goods. The emphasis on advanced manufacturing processes and smart appliances has driven the manufacturing of superior quality food blenders and mixers. Thailand 4.0 program is aimed to transition to support technological advancements and innovation in the domestic manufacturing sectors.

#### Future Market Scenario (2024 – 2031F)

The food blenders and mixers market are witnessing continuous expansion due to the technological advancements taking place in the market. Incorporation of powerful motors and smart controls such as voice control and durable blades is driving the market growth by enhancing performance and increasing the durability and longevity of the appliances.

The introduction of modern designs is anticipated to foster market growth. It is due to consumers seeking designs which match with the interiors of their kitchen and look aesthetic at the same time and are easy to clean, adding to the practicality of the food blenders and mixers.

#### Key Players Landscape and Outlook

Key players in the market are helping the growth by focusing on continuous product innovation, retail expansions, and strategic marketing. The manufacturers are actively expanding their product portfolio, increasing the base of the customers, and catering to their evolving needs.

The key players are launching products which are convenient to carry during travel. Such blenders are usually battery enabled and cordless which offer long-lasting battery power to the users.

For instance, in 2022, Hamilton Beach Brands, Inc. launched its latest blender, Blend Now Portable Cordless blender which offers easy blending during the travel. It is battery-enabled and comes with long-lasting USB charging which can be conveniently recharged using a power bank and laptop and can be easily charged during the car travel. The blender contains a shatterproof 16 oz. jar with a travel lid which ensures portability for the consumers.

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