

Garment Steamer Market Assessment, By Type [Handheld, Upright], By Power [Below 1000 Watt, 1000-2000 Watt, Above 2000 Watt], By Water Tank Capacity [Below 1 Liter, 1-4 Liter, Above 4 Liters], By End-user [Residential, Commercial], By Price Range [Mass Segment, Premium Segment], By Distribution Channel [Offline, Online], By Region, Opportunities and Forecast, 2017-2031F

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Report description:

Global garment steamer market is projected to witness a CAGR of 5.06% during the forecast period 2024-2031, growing from USD 3.02 billion in 2023 to USD 4.48 billion in 2031. Factors such as the incorporation of innovative features in the garment steamers such as an auto-shut off function in case to maintain the desired temperature or in case of lack of water in the steamer, multiple steam settings for different garments which help the consumers in controlling the amount of steaming, and non-stick plates to ensure seamless steaming appeals to the consumers and drive the market growth.

The garment steamer is used to sanitize garments without the requirement of washing them frequently. The hot steam helps in eliminating allergens from the garments, appealing to the health conscious consumers. Thus, multi-functional garment steamers are preferred by the consumers which have the ability to steam away bacteria and mites and are suitable to be used on various surfaces such as pillows, soft toys, denims and carpets.

The rising trend of urbanization is creating a demand for compact and versatile home appliances such as garment steamers among people. In 2022, as per the data by the World Bank, the total global urban population accounted for 57%, which is driving the growth of garment steamers. Considering the factor of space constraints, the manufacturers are introducing sleek and portable designs in the garment steamer which can be easily carried and stored in smaller places.

The garment steamers are increasingly demanded by the working population as they have diverse requirements such as formal dress codes at workplace which require wrinkle-free clothing. As per the estimates of the World Bank, in 2023, the total working population in the world stood at 3.62 billion which is rapidly increasing to drive the market growth. Additionally, many

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professionals require frequent travel due to work which make the portable and handheld garment steamers an ideal option for them, inducing the demand towards compact sized and travel-friendly garment steamers.

The demand for the garment steamers can be witnessed more in the developed markets where people increasingly spend on premium home appliances, which saves their time and offers them convenience with the ease in usage.

Handheld Garment Steamer to Dominate the Market

Handheld garment steamers are dominating the market over the upright garment steamers as they offer convenience, versatility, and ease of use to the users. The main advantage associated with handheld steamers is, in fact, their portability. They are light in weight, hence very easy to move and store, making it a perfect option for people on the go who do not have much storage area available.

These steamers offer versatility as they can be used on multiple types of clothing, in particular, light fabrics that would get ruined when ironed. They are perfect for steaming other objects in the household, such as curtains, furniture, or bedding, offering a multi-functional solution to the users.

Handheld steamers take less time to heat and are therefore easy to use since no additional setup, such as ironing boards, is required, nor is their extensive assembly needed. Moreover, they offer easy removal of wrinkles from the garments as they are developed with advanced technology.

In January 2024, LG Electronics, Inc. unveiled its latest LG Styler clothing care solution at CES 2024 which incorporated a handheld, high pressure steamer, the Dynamic Moving Hanger and Dual TrueStream technology. The LG Styler lineup makes it easier to remove the wrinkles from the clothes using the Dual TrueStream technology which uses two heaters to boil water and generate steam.

Portable Garment Steamers to Gain Popularity Among the Consumers

Consumers are increasingly preferring portable garment steamers due to the convenience associated with them. Consumers increasingly prefer portable steamers due to their lightweight and compact design, which makes them very easy to move and store. They are great for travelers or people who live in very small spaces. It enables users to keep their clothes wrinkle-free wherever they go, whether at home, on a business trip, or holiday.

Another major advantage is the ease of operation. Most portable garment steamers require minimal setup time and normally a quick heat-up time for instant wrinkle removal. Unlike traditional irons, there is no requirement to set up an ironing board as they can be applied to hanging clothes and save a lot of time and hassle, making it especially attractive to those who are busy and need efficient garment care.

In September 2023, Steamery AB launched latest powerful steamer, Cirrus X Handheld Steamer which can be carried by the consumers from one place to another conveniently. It is a lightweight and portable steamer which quickly removes the wrinkles, offering a seamless garment steaming experience to the consumers.

Technological Advancements to Drive the Market Growth

The advancements in technology and continuous innovation in design, features, and style are enhancing the garment steamers, driving the market growth. Introduction of features in the garment steamers such as rapid heating and steaming, non-stick plates, multiple ironing modes, and automatic shut offs increases the efficiency of the product and appeals to the consumers. These advancements in the garment steamers have made the process of steaming and de-wrinkling easier and less-time consuming. For instance, in April 2024, Xiaomi Inc. launched a Handheld Garment Steamer in India through the 2024 Smarter Living launch event. The garment steamer has been equipped with dual-ironing plate which is made from thermostatic aluminum die-casting which offers an even distribution of heat. Moreover, it has the capability of continuous steaming which helps in easy de wrinkling of the garments. Lastly, it has a dry ironing mode which offers ironing without steam and a steam mode which emits steam at the rate of 16-24 g/min.

Incorporation of additional features such as anti-calcification filters minimizes the calcium buildup in the heater, offering better performance while steaming. Thus, the continuous innovation and technological advancement in the garment steamer by the manufacturers is supplementing the market growth.

Asia-Pacific to be the Fastest Growing Region

Asia-Pacific is dominating the global garment steamer market due to several reasons. One of the primary reasons for the dominance of region is witnessing a fast growth in the apparel market which is driving the requirement of ironing at commercial

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places. The surging demand for fashion and apparel industry, which has put a great emphasis on well-maintained and wrinkle-free clothing is rapidly driving the growth for garment steamers in the region.

Moreover, as professional wear requires frequent garment care, garment steamers come handy in to offer consumers with well-maintained clothes at their workplace. As per the estimates of International Labour Organization, in January 2024, more than half of the global working population is in Asia-Pacific, accounting to 59.2%.

The key players are introducing multi-functional and user-friendly garment steamers to offer quick steaming and convenience to the consumers. In January 2024, Panasonic Holdings Corporation, launched its latest handheld garment steamer in Malaysia. The garment steamer was launched in two models, namely, NI-GHF025WSK (2-way ironing + foldable) and NI-GHD015WSK (non-foldable). Both the models launched by the company offer a rapid start-up which allows the consumers to start steaming in 30 seconds for the foldable model and 20 seconds for the non-foldable model.

Future Market Scenario (2024 - 2031F)

The garment steamer market is anticipated to witness an exponential growth in the forecast period due to a rise in consumers' preference for energy efficient garment steamers. These steamers consume less electricity and therefore, are more cost-effective and appealing to the environmentally conscious consumers looking to reduce their carbon footprint. With rising energy costs across the world, demand for appliances which minimize energy consumption is becoming a salient buying factor among the consumers, driving the market growth in the forecast period.

Innovatively designed energy-efficient steamers very often embody rapid heating technologies, auto-shut-off features, and other modules that enhance convenience, safety, and further reduce energy use. Government incentives and regulations promote the development and marketing of energy-efficient appliances more aggressively.

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 customers base, and catering to their evolving needs.

Key players are integrating technology and innovation in the garment steamers to increase the convenience of the consumers and offer them a hassle-free and quick ironing experience. For instance, in May 2023, Koninklijke Philips N.V. notified the launch of Philips STE 3160 and STE 3170 garment steamers. These devices are equipped with a distinct MyEssence Technology which allows the users to add fragrance to their garments while steaming. Users can fill essential oil or perfume through the cap inside the steamer head. Moreover, consisting of 2 liters water tank, these steamers prevent the hassle of refilling the water frequently, offering convenience to the consumers.

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*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work.

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