

Electric Kettle Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Report description:

The Global Electric Kettle Market reached USD 4.9 billion in 2024 and is set to expand at a promising CAGR of 5.8% from 2025 to 2034. The increasing preference for energy-efficient, time-saving appliances is driving this growth, as modern consumers gravitate toward solutions that align with fast-paced lifestyles. The growing adoption of smart kitchen technologies and appliances with advanced features, such as precise temperature control and keep-warm settings, has further boosted demand. Electric kettles are becoming indispensable for residential and commercial use due to their ability to quickly heat water, making them an essential part of contemporary living.

In terms of material, the market is categorized into stainless steel, glass, plastic, ceramic, and others. Among these, stainless steel emerged as the top choice in 2024, generating USD 2.1 billion in revenue, and is forecasted to grow at a robust CAGR of 6.1% through 2034. This material's exceptional durability, corrosion resistance, and sleek design make it the preferred option for consumers seeking long-lasting and stylish kitchen appliances. Stainless steel kettles offer the perfect blend of functionality and aesthetics, attracting households and businesses that prioritize reliability and a premium look.

The market is also segmented by price range into low, medium, and high categories. In 2024, the medium-priced segment led the market, capturing 42% of the total share, and is projected to grow at a steady CAGR of 6.2%. This segment strikes an ideal balance between affordability and advanced features like rapid boiling and temperature control, catering to a broad consumer base. Its appeal lies in delivering value-for-money solutions without compromising quality or performance, making it a popular choice among budget-conscious buyers and those seeking innovative features at competitive prices.

The U.S. electric kettle market generated USD 990 million in revenue in 2024 and is projected to grow at a CAGR of 5.8% through 2034. The rising demand for convenient appliances that complement busy lifestyles is a key growth driver in the region. With increasing consumption of hot beverages such as tea and coffee, electric kettles have gained widespread popularity. Their advanced features, including energy efficiency, rapid boiling, and precise temperature settings, make them a must-have

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appliance in both households and commercial spaces across the country.

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