

Air Fryers - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

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Report description:

The Air Fryers Market size is estimated at USD 1.26 billion in 2025, and is expected to reach USD 1.62 billion by 2030, at a CAGR of 5.12% during the forecast period (2025-2030).

The air fryers market utilizes hot air circulation to cook food, mimicking a fan oven, and leverages the Maillard reaction for a crispy exterior, offering a healthier alternative. The market is witnessing heightened demand from diverse sectors, including restaurants, hotels, and hospitals, contributing to its growth trajectory. Furthermore, the market's positive momentum is fueled by the increasing popularity of energy-efficient products.

Notably, the air fryer market is experiencing intensified competition, with the entry of new competitors and private label brands. This competitive landscape is driving innovation and product diversification, benefiting consumers. The widespread adoption of air fryers extends to various demographics, including health-conscious individuals, families seeking reduced oil usage, and working professionals seeking quick and convenient meal options. The market's appeal also extends to apartment dwellers and smaller households, attracted by the compact size and versatility of air fryers.

In addition to the existing market dynamics, recent drivers and opportunities contribute to the sector's growth. Evolving consumer preferences, technological advancements, and the emphasis on energy efficiency present promising avenues. The versatility of air fryers aligns with the needs of modern lifestyles, offering a blend of convenience, health-conscious cooking, and efficient energy use.

Air Fryers Market Trends

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Digital Air Fryers are Dominating the Market

Digital air fryers feature LCD panels, temperature sensors, programmable thermostat settings, and a variety of cooking modes, including max crisp, air fry, air roast, air broil, bake, reheat, and dehydrate. Such features improve convenience, which raises demand. The manual air fryer, on the other hand, only has grills and standard frying settings. Therefore, in order to ensure product innovation and global market sales, the majority of producers are concentrating on digital air fryers.

North America Dominates The Market

North America dominates the air fryers market due to its large size, increase in the adoption by consumers, and increased awareness about air fryers. The usage of air fryers in the residential sector of North America is increasing due to the growing influence of social media platforms. The food industry in North America also uses air fryers as a healthier alternative to cooking food.

The manufacturers of air fryers in North America are creating innovative air fryers with the integration of artificial intelligence technology to provide convenience to consumers. Therefore, the increasing awareness of eating healthy foods is increasing the growth rate of air fryers in North America.

Air Fryers Industry Overview

The global air fryers market is moderately competitive, with the presence of major international players. The market studied presents opportunities for growth during the forecast period, which is expected to further drive the market competition. The companies in the market are constantly engaged in various developmental activities, such as acquisitions, mergers, partnerships, expansions, and product launches, which increases competitive rivalry.

Additional Benefits:

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

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