

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

Market Report | 2025-04-28 | 150 pages | Mordor Intelligence

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Report description:

The Asia-Pacific Air Fryers Market is expected to register a CAGR of greater than 9% during the forecast period.

After COVID-19, people considered air fryers as a much healthier option compared to traditional frying methods in oil. Hence, the increasing inclination towards health and fitness bolstered product awareness and demand.

Busy lifestyles have led to changes in the eating habits of the majority of the population. Changes in eating habits have led to increasing demand for ready-to-eat-food products, which led to a rise in the number of QSR hotels and restaurants. The end user from the HORECA industry is actively seeking more advanced, compact, and effective equipment to increase their efficiency. This increasing demand for such advanced cooking equipment, which includes air fryers, is anticipated to propel revenue growth in the near future.

Asia-Pacific Air Fryers Market Trends

Urbanization Influencing the Adoption of Air Fryers

Rural and urban consumer perceptions of kitchenware are different. Kitchen products are seen as products that express the personality of urban individuals; those in rural areas generally view kitchen products as utilitarian products. Individuals from urban areas are keen to buy products with sophisticated aesthetics and high costs. Due to increasing disposable and household incomes and health awareness, the urban population is more likely to purchase air fryers. The air fryer's market explains that the rising number of heart diseases due to unhealthy eating habits is making people more aware of their health practices. This involves a change of diet and the use of healthy food items. The concept of an air fryer lets one eat fried food while limiting oil consumption.

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A large working-class population supports the sales of cookware products, driving the demand for low-oil cooking appliances.

Demand in Commercial sector

Demand for low-oil-based food has had a significant impact on the commercial sector. Hotels and restaurants have moved towards the adoption of low-oil-based cooking appliances. The demand is not only limited to hotels and restaurants but it is also witnessed in hospitals. Strict dietary requirements of patients have pushed hospitals to provide low-oil cooked food, which further creates demand for air fryers in the market.

Asia-Pacific Air Fryers Industry Overview

The Asia-Pacific Air Fryers Market is a fragmented industry. The major factors responsible for the growth of air fryers are less cooking time, no mess, and minimal use of oil. The oil used in frying a food item in the air fryer is mostly brushed off. With technological advancement and product innovation, mid-size to smaller companies are increasing their market presence. Some of the major players in this market are Philips, Black & Decker, Havells, Wonderchef and Breville.

Additional Benefits:

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

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