

Electric Cookers - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Electric Cookers Market size is estimated at USD 5.61 billion in 2025, and is expected to reach USD 7.12 billion by 2030, at a CAGR of 4.89% during the forecast period (2025-2030).

Electric cookers have become staples in both homes and commercial kitchens. In residential settings, they provide a convenient and efficient means for meal preparation, offering versatile options like boiling, simmering, roasting, and baking. In commercial venues such as restaurants and cafes, electric cookers are indispensable. They empower chefs to swiftly prepare large food quantities, ensuring operations run smoothly and service remains timely. Thus, electric cookers are pivotal in fulfilling culinary demands and delighting customers in both arenas.

While electric cookers are more expensive than traditional ones, global demand is surging. This trend is fueled by rising disposable incomes, urbanization, and a growing inclination toward renewable energy products. Beyond their core cooking functions, electric cookers boast features like timers and adjustable heat settings. Their advantages extend to hassle-free cooking without fire, making them ideal for travelers and hostel residents.

The electric cookers market is increasingly leaning toward multifunctionality and energy efficiency. Vendors are rolling out advanced electric cookers, some equipped with LCDs and voice navigation for added user-friendliness. The market is also seeing a trend of product premiumization and an expansion of company portfolios. For example, certain vendors are launching smart electric cookers with integrated Wi-Fi, enabling users to manage settings via smartphone apps. Such innovations enhance customer interaction and are poised to propel the growth of the electric cookers market over the coming years.

Electric Cookers Market Trends

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Increasing Numbers of Working Women and Busy Lifestyles are Driving the Market

Women's growing workforce presence and demanding lifestyles are significantly driving the electric cookers market. With more women taking on professional roles, the demand for time-saving cooking solutions has surged. Electric cookers, boasting functionalities like pressure cooking, slow cooking, steaming, and sauteing, offer time-efficient meal preparation. This versatility enables working women to prepare nutritious meals swiftly, even on their busiest days. Furthermore, as modern life becomes increasingly fast-paced, traditional cooking methods often fall by the wayside due to their time-consuming nature.

Electric cookers streamline meal preparation, allowing users to set cooking times and temperatures, often enabling unattended cooking. This is especially beneficial for working women balancing work, family, and personal commitments. As consumers become more health-conscious, there is also growth in the demand for home-cooked meals. Electric cookers support healthier methods, like steaming and pressure cooking, which preserve nutrients and reduce the need for added fats. This resonates with health-conscious individuals, especially working women, who prioritize their families' well-being. Technology integration in home appliances has further fueled the electric cookers market. Many contemporary electric cookers feature intelligent capabilities, such as app connectivity and programmable settings, enabling remote cooking control. This technological advancement resonates with tech-savvy working women who value the added convenience and flexibility. As more women step into professional roles, the demand for appliances that simplify household tasks, especially cooking, continues to rise.

Asia-Pacific to Emerge as the Strongest Regional Market Over the Forecast Period

Asia-Pacific spearheaded the electric cookers market, with Europe and other regions trailing behind during the study period. Forecasts indicate that Asia-Pacific will maintain its dominant position in the market. This dominance is attributed to various factors, notably the surging population and escalating disposable income in nations like China, India, and Japan. Key drivers for the uptick in electric cooker sales in the region include urbanization, aggressive promotional strategies by companies, and the rising disposable incomes of consumers. Moreover, the growing inclination toward healthy cooking and the popularity of electric pressure cookers further bolster the market's expansion. Electric cookers are increasingly favored over traditional ones, owing to their efficient cooking capabilities, ease of cleaning, and enhanced safety features.

The burgeoning working population in developing countries, particularly India and China, also catalyzes market growth. These consumers are gravitating toward premium kitchen products boasting multifunctional attributes. There is also a heightened awareness regarding the benefits of low-emission cooking appliances, a trend poised to amplify the demand for electric cookers in the region.

Electric Cookers Industry Overview

The electric cookers market is fragmented, with several players occupying significant market shares. Major players in the market include Newell Brands, Spectrum Brands, Electrolux, and Koninklijke Philips. Product innovation and portfolio extension are driving the premiumization and multifunctionality of electric rice cookers. These factors are likely to provide considerable growth opportunities for electric rice cooker manufacturers.

Additional Benefits:

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

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