

Europe Small Kitchen Appliances - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Europe Small Kitchen Appliances Market size is estimated at USD 18.95 billion in 2025, and is expected to reach USD 21.44 billion by 2030, at a CAGR of greater than 2.5% during the forecast period (2025-2030).

Small kitchen appliances are gaining popularity due to consumers' changing lifestyles, increasing the demand for these appliances. Consumers are becoming tech-savvy and using these appliances to save time. Small kitchen appliance manufacturers are expanding their product portfolios owing to the increase in demand from end users. Manufacturers are also incorporating connected technologies in their products to save time. The European market for small kitchen appliances is expected to witness significant growth over the coming years due to the growing living standards of consumers. Small kitchen appliances have three main advantages like: saving time, decreasing manual efforts, and providing effective results. Value-added features and upgraded new products are also anticipated to boost the demand for small kitchen appliances in the upcoming years.

The post-COVID-19 scenario has had a significant impact on the small kitchen appliances market in Europe. With more people spending time at home and cooking their meals, there has been a surge in demand for small kitchen appliances. People are investing in appliances like blenders, food processors, air fryers, and coffee makers to make their cooking experience more convenient. Additionally, there has been a growing interest in healthier cooking options, leading to increased demand for appliances that support healthy eating habits.

Europe Small Kitchen Appliances Market Trends

The Microwave Ovens Segment Observes High Demand

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Microwave ovens are small kitchen electrical appliances used for reheating food, cooking, disinfecting kitchen items, making citrus fruits juicier, heating beauty products, roasting garlic, de-crystallizing honey, and proofing bread and other items using yeast. The growing awareness of their advantages, such as convenience and efficiency, is expected to promote their demand over the forecast period. The rising purchasing power and living standards, coupled with increasing urbanization, are the major reasons for the segment's increasing dominance in the small kitchen appliances market in Europe. The growing working population and hectic lifestyle are shifting consumers' preference toward innovative kitchen appliances, which, in turn, is also escalating the demand for microwave ovens. With a busy lifestyle in Europe, people are consuming more ready-to-eat, pre-cooked, and frozen food items. This is also leading to a rise in sales of microwave ovens as the need for stylish and convenient kitchen appliances is rising with changing consumer preferences and lifestyle patterns. Growing concerns regarding rising energy consumption are also forcing consumers to opt for innovative, cost-effective, and energy-efficient kitchen appliances, thus positively impacting the demand for microwave ovens.

Growth of Smart Homes is Driving the Market in Europe

Smart home refers to modern homes where appliances and devices can be automatically controlled remotely from anywhere, with an internet connection or using a mobile or other networked devices. The vital reason behind the rising demand for smart home appliances is the tech-savvy young generation in Europe. Young people find more value in the concept of smart homes and connected devices mainly because of the convenience these devices offer. The growth of the European market is driven by factors such as the growing number of internet users and an increasing number of smart homes.

Europe Small Kitchen Appliances Industry Overview

The European small kitchen appliances market is relatively fragmented. The report covers the major international players operating in the European small kitchen appliances market. In terms of market share, a few of the major players currently dominate the market, which includes LG Electronics, Whirlpool Corporation, Koninklijke Philips N.V., Robert Bosch GmbH, and Electrolux AB. However, with technological advancement and product innovation, mid-size to smaller companies are increasing their market presence by securing new contracts and tapping into new markets.

Additional Benefits:

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

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET INSIGHTS

4.1 Market Overview

4.2 Market Drivers

4.2.1 Growing Demand for Convenient and Efficient Kitchen Appliances

4.3 Market Restraints

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- 4.3.1 High Competition is Restraining the Market
- 4.4 Market Opportunities
 - 4.4.1 Increasing Demand for Smart Appliances
 - 4.4.2 Growing Trend of Healthy Cooking
- 4.5 Value Chain Analysis
- 4.6 Porter's Five Forces Analysis
 - 4.6.1 Bargaining Power of Suppliers
 - 4.6.2 Bargaining Power of Buyers/Consumers
 - 4.6.3 Threat of New Entrants
 - 4.6.4 Threat of Substitute Products
 - 4.6.5 Intensity of Competitive Rivalry
- 4.7 Insights on Technological Advancements in the Market
- 4.8 Impact of COVID-19 on the Market

5 MARKET SEGMENTATION

- 5.1 Product Type
 - 5.1.1 Mixers and Blenders
 - 5.1.2 Coffee and Tea Makers
 - 5.1.3 Microwave Ovens
 - 5.1.4 Grinders and Processors
 - 5.1.5 Toasters and Juicers
 - 5.1.6 Other Small Kitchen Appliances
- 5.2 Distribution Channel
 - 5.2.1 Multi-branded Stores
 - 5.2.2 Specialty Stores
 - 5.2.3 Online Stores
 - 5.2.4 Other Distribution Channels
- 5.3 End User
 - 5.3.1 Residential
 - 5.3.2 Commercial
- 5.4 Geography
 - 5.4.1 Germany
 - 5.4.2 United Kingdom
 - 5.4.3 France
 - 5.4.4 Italy
 - 5.4.5 Switzerland
 - 5.4.6 Russia
 - 5.4.7 Rest of Europe

6 COMPETITIVE LANDSCAPE

- 6.1 Company Profiles
 - 6.1.1 LG Electronics
 - 6.1.2 Whirlpool Corporation
 - 6.1.3 Morphy Richards
 - 6.1.4 Samsung Electronics Co. Ltd.
 - 6.1.5 Koninklijke Philips NV
 - 6.1.6 Robert Bosch GmbH

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- 6.1.7 Electrolux AB
- 6.1.8 Haier Inc.
- 6.1.9 Toshiba Corporation
- 6.1.10 BSH Hausgerate GmbH*

7 MARKET FUTURE TRENDS

8 DISCLAIMER

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