

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

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Report description:

The Juicers Market is expected to register a CAGR of greater than 8% during the forecast period.

Juice is extracted from a variety of fruits, vegetables, and herbs using a juicer. The pulp is crushed and squeezed to extract the juice, which is then filtered through a fine mesh attached to the machine. Consuming uncooked fruits and vegetables has become simpler with the invention of new juicer varieties. Additionally, the juicer market of today has broadened the uses and applications of juicers to include the grinding of baby food, pizza, coffee, and dough for bread and chapattis.

The global juicer market has benefited from the COVID-19 pandemic. When the pandemic recedes, there will probably be a further rise in the number of people interested in juicing. Juicer producers will benefit from this since there is now a higher demand for their goods. Furthermore, the growth in sales would enable businesses to recoup some of the losses brought on by the world recession.

The market for juicers is projected to be driven by the rising demand for fiber-rich fruit and vegetable juices. In addition, growing urbanization, changing lifestyles, and healthier lifestyles among middle-class populations are some of the reasons propelling the juicer industry. The market growth rate would be accelerated by other important variables including the increase in health awareness initiatives and high disposable income. Furthermore, profitable market expansion chances will be produced by technology developments and the introduction of new products. Nonetheless, the juicer industry will continue to face challenges because of fluctuating raw material and operating cost prices.

Juicers Market Trends

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Rising Health Concerns and Increasing Preferences for Fresh Juices Driving the Market

Juicers are becoming more popular worldwide as a result of customers' growing preference for fresh fruit and vegetable juices over packaged juices due to growing health concerns. Fresh fruit and vegetable juices are full of antioxidants, which boost immunity and have positive effects on the body's physical, mental, and spiritual health. The growing popularity of juicing as a way to improve one's health and as a means to reduce weight, improve overall health, control blood sugar levels, improved digestion, and have more energy. The latest models of juicers have been created in response to the growing demand to cut down on preparation time and workload while making juice at home, helping the market for juicers. Moreover, Juice bars and cafes supply the demand, which in turn raises the need for more juicers with improved capabilities.

Furthermore, increased health awareness campaigns, healthy lifestyles among middle-class consumers, rising income levels, and the desire to spend more money on fitness and health are driving the growth of the juicer market.

New Product Launches To Help The Market Thrive

Although there are different demands depending on the utilization, market leaders have been concentrating on creating new items for varied applications. Leading market players like Philips have developed the VIVA series, which targets the mid-range domestic market and has a cheap price range and quick clean technology for simple juicer cleaning. With a 700w engine, the VIVA line can produce up to 2 liters of juice at once.

With a separate inlet for fruits and leafy vegetables, the HUROM HZ series are the best available on the professional market. Also, it features several strainers for smoothies, frozen fruit, and soft ingredients to meet all the needs of juice bars and shops.

Leading market participants have introduced new goods with enhanced capabilities. To offer the best goods and services to clients, they have elevated developments and innovations. One of Omega's greatest centrifugal machines is the Omega NC900HDC. The juice can be stored for 72 hours and is slowly extracted using an 80-rpm motor, making the juice thicker and more brilliant in color. This line of juicers is made to produce juice of the highest quality while limiting the oxidation of nutrients and keeping molecules from boiling due to the motor's slow rotational speed (rpm).

Juicers Industry Overview

The global juicers market is fragmented due to the presence of a large number of global and regional players in the market like AB Electrolux, Bajaj Electricals Ltd., Borosil Ltd., Breville USA Inc., Cuisinart, DeLonghi Spa, Donlim, Hamilton Beach Brands Holding Co., Havells India Ltd., Hurom America Inc., Joyoung Co. Ltd., Koninklijke Philips NV, Kuvings, Midea India Pvt. Ltd., Newell Brands Inc., Omega Juicers, Panasonic Holdings Corp., SEB SA Co., Treasure Retail Pvt. Ltd., and TTK Prestige Ltd., among others. Manufacturers are introducing new products in the market using new technologies. The companies use various marketing strategies to increase their market shares. Some of the market's leading players are heavily investing in research and development activities to improve their position in current electronic technologies and processes in order to increase efficiency and lower costs.

Additional Benefits:

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

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