

Mixer Grinder - 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 Mixer Grinder Market size is estimated at USD 15.23 billion in 2025, and is expected to reach USD 18.28 billion by 2030, at a CAGR of 3.71% during the forecast period (2025-2030).

The market is poised for growth, driven by several key factors. These include the increasing demographic of working women and individuals with busy lifestyles, rising disposable incomes among consumers, a growing number of households, and an increasing reliance on smart kitchen appliances. Market expansion is also supported by the penetration of products through specialty retail sectors and online platforms.

Moreover, rapid urbanization in emerging economies and the adoption of high-end residential mixer grinders worldwide are anticipated to propel market growth. However, challenges such as higher product prices and associated handling risks pose constraints to market expansion. Nevertheless, opportunities lie in developing innovative products, targeting new customer segments, and enhancing product accessibility through e-commerce platforms.

Consumer preferences gravitate towards convenient and affordable products with adequate capacity and functionality. In response, manufacturers are leveraging robotic technologies to incorporate user-friendly interfaces and streamline operations in mixer grinders and similar appliances. This approach aims to meet diverse customer demands and enhance overall market competitiveness.

Mixer Grinder Market Trends

E-commerce Emerges as a Fastest Growing Distribution Channel for Mixer Grinders

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

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The popularity of online shopping for kitchen appliances, including mixer grinders, is surging, fueling robust sales growth via e-commerce channels. The proliferation of online platforms has empowered consumers to explore and purchase mixer grinders from their homes conveniently. E-commerce's allure lies in its competitive pricing, extensive product range, customer reviews, and doorstep delivery, all of which have bolstered its appeal as a preferred distribution channel for mixer grinders.

E-commerce's ascent is particularly pronounced in the global mixer grinder market, with the Asia Pacific leading the charge. The region, spearheaded by nations like India, China, and Japan, is witnessing a surge in mixer grinder demand, not only in households but also in commercial kitchens and food processing industries. Notably, the rising popularity of e-commerce platforms in these countries has further propelled the dominance of e-commerce as a mixer grinder distribution channel.

Moreover, the global COVID-19 pandemic acted as a catalyst, intensifying the shift towards e-commerce. As consumers embraced online shopping to comply with social distancing measures, this trend is poised to persist even post-pandemic, solidifying e-commerce's pivotal role in the mixer grinder market.

Asia Pacific is Witnessing Largest Consumer

The maximum number of mixer grinder market functions in regions of China followed by India, the United States, Brazil, and Indonesia making Asia-Pacific the largest market for Mixer Grinder. Asian countries witness the largest consumer of mixer grinders because of the high population, homes, and small businesses acquiring the mixer grinder for various purposes. It makes this region the largest consumer of mixers, and North America is the fastest-growing market for the same.

Mixer Grinder Industry Overview

The Mixer Grinder market is fragmented and highly competitive due to the presence of many small and large players. Companies are trying to innovate new multi-functional mixer grinders to remain competitive and attract customers in the market. Stakeholders are implementing an omnichannel marketing strategy to reach many customers worldwide. Diversification in terms of products and places will likely help companies maintain their businesses in the future. Many start-ups are also innovating different products, such as BSH and the Power Smokeless grinder by GoWISE, which can further increase the competition for already existing brands.

Additional Benefits:

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

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