

North America Garment Steamers - 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 North America Garment Steamers Market is expected to register a CAGR of 5.67% during the forecast period.

The major benefits of using garment steamers in place of iron are that they are easy to use, lightweight, flexible, and remove wrinkles from almost any type of fabric. In addition, a portable, handheld steamer can be used while traveling, and it eliminates the need for an ironing board to go along with an iron. The adoption of garment steamers eliminates the chances of causing any burns or damage to any fabrics, which may happen in the case of traditional irons. This factor is driving the growth of the garment steamers market across North America.

During the initial stage of COVID-19, due to supply chain disruptions, the market experienced losses due to stoppage in manufacturing and distribution services. Later, due to lockdowns and work-from-home culture, the demand for garment steamers systems has risen. Post-pandemic, the market is experiencing gradual growth according to seasonal demand fluctuations. Slowly and gradually, manufacturing units are being operationalized, and various industries are recovering, which will positively impact the garment steamers market.

The rising demand for garment steamers is creating lucrative opportunities for garment steamer manufacturers in the garment steamers market in North America. Continuous innovations by the major manufacturers are witnessed in the market. For instance, SALAV USA provides garment steamers that utilize high temperatures up to 220F to kill 99.9% of germs, bacteria, viruses, mold, mildew, allergens, and bugs, such as bed bugs and dust mites. It is safe to use on most garments. The continuous innovations and integration of advanced technologies, along with ongoing research and development, bolster the growth of the garment steamers market in North America.

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North America Garment Steamers Market Trends

United States Leading the Market

Sales of household appliances in the United States have observed a continuous increase over the years, driving the market for garment steamers as well as creating a positive externality for them. Online revenue share of cloth-caring appliances such as irons in the United States had observed a continuous increase to around 60%, resulting in an increasing number of manufacturers offering their clothing and apparel care through e-commerce and direct websites in the United States. The major share of the apparel market in the country is for women's apparel, leading to the women's segment emerging as a major segment for demanding garment steamer with an increasing number of manufacturers considering them during their customer acquisition program. These trends are leading to the United States emerging as a major market for garment steamers.

Increase in the Online Sales of Small Home Appliances in North America

There has been a constant increase in the online sales of small home appliances in North America. The major reason for this is the rise of e-commerce platforms like Amazon, eBay, etc. The higher proportion of the working class in the contemporary years has led to improved lifestyles. As a result, online shopping has become a rescue option as it saves time and effort compared to offline shopping. Notably, the e-commerce platforms have come up with attractive options like EMI and discounts, which made online shopping even more appealing to a wide range of customers. The online platforms also offer a wide variety of products without compromise, compared to the offline shopping experience. All these factors are expected to further push the market in the coming years.

North America Garment Steamers Industry Overview

The North America Garment Steamers Market is a fragmented market. The North America Garment Steamers Market is growing by increasing innovation subsequently. The players in the market are highly focused on partnerships and collaborations to further expand their current portfolio and regional reach. Some of the existing players in the North America Garment Steamers Market are Haier Smart Home Co., Ltd, Koninklijke Philips N.V., Groupe SEB, Midea Group Co., Ltd., and Panasonic Holdings Corporation.

Additional Benefits:

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

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