

**India Electric Rice Cooker Market By Product Type (Standard, Multifunctional, Induction), By Capacity (Less Than 2 Liter, 2 Liter - 4 Liter, More Than 4 Liter), By Sales Channel (Supermarkets/Hypermarkets, Multi-Branded Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F**

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**Report description:**

**Market Overview**

The India electric rice cooker market, valued at USD 61.95 million in 2024, is projected to grow at a CAGR of 18.35%, reaching USD 170.22 million by 2030. This growth is fueled by rapid urbanization, higher disposable incomes, and a rising inclination toward time-saving kitchen appliances. The expanding population of nuclear families and working professionals is driving demand for compact, user-friendly, and energy-efficient cooking solutions. Electric rice cookers are increasingly favored for their versatility, offering functions beyond cooking rice. E-commerce proliferation further boosts market accessibility and product variety, while key players are focusing on innovations such as smart features, multi-cooking capabilities, and enhanced safety.

**Key Market Drivers**

**Rising Urbanization and Changing Lifestyles**

India's ongoing urbanization is a major growth catalyst for the electric rice cooker market. As more individuals migrate to cities for improved employment and living standards, there is a clear shift toward efficiency-centric lifestyles. In 2024, India's urban population is estimated at 461 million and growing annually by 2.3%, with urban centers expected to generate 75% of national income by 2031. This urban surge, combined with the prevalence of nuclear families and dual-income households, is increasing the demand for kitchen appliances that reduce cooking effort and time. Electric rice cookers meet these needs through easy operation and convenience. Additionally, the decline in larger household sizes diminishes the relevance of traditional bulk-cooking methods, leading to higher adoption of compact, multifunctional appliances. These cookers also appeal aesthetically and are tailored to fast-paced urban lifestyles, further reinforcing their presence in Indian kitchens.

**Key Market Challenges**

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### Strong Preference for Traditional Cooking Methods

A significant barrier to the adoption of electric rice cookers in India is the entrenched cultural preference for traditional cooking techniques, particularly gas stoves and pressure cookers. These conventional tools are deeply ingrained in Indian culinary practices and are perceived to deliver superior taste and texture, especially for staples like rice and lentils. Pressure cookers, in particular, are appreciated for their speed and versatility. Additionally, Indian cuisine often involves multi-step preparations-such as sauteing and frying-which electric rice cookers may not accommodate effectively. This makes them less appealing to traditional homemakers who prefer hands-on control during cooking. Resistance is also noted among older generations who may be less comfortable with automation and modern appliances, slowing the market's penetration in semi-urban and rural areas despite increased awareness.

### Key Market Trends

#### Growing Demand for Multi-functional and Smart Rice Cookers

A notable trend in the Indian electric rice cooker market is the rising demand for appliances with multi-functional and smart capabilities. Consumers are increasingly opting for rice cookers that offer versatility, such as the ability to steam vegetables, prepare soups, make pulao, or bake cakes. These innovations align with the needs of urban households seeking to maximize space and minimize time spent in the kitchen. Additionally, smart rice cookers equipped with mobile app connectivity are gaining popularity. These models offer programmable settings, cooking updates, and automatic warming features, catering to tech-savvy users. As Indian consumers embrace integrated and intelligent kitchen solutions, the adoption of such smart, multifunctional appliances is expected to rise significantly.

### Key Market Players

- Philips India Limited
- Bajaj Electricals Ltd
- TTK Prestige Limited
- Stove Kraft Limited
- Panasonic India Pvt Ltd
- Usha International Limited
- Havells India Ltd.
- Butterfly Gandhimathi Appliances Limited
- Toshiba Lifestyle Products and Services Corporation
- Kent Ro Systems Ltd

### Report Scope:

In this report, the India Electric Rice Cooker Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### - India Electric Rice Cooker Market, By Product Type:

- o Standard
- o Multifunctional
- o Induction

#### - India Electric Rice Cooker Market, By Capacity:

- o Less Than 2 Liter
- o 2 Liter - 4 Liter
- o More Than 4 Liter

#### - India Electric Rice Cooker Market, By Sales Channel:

- o Supermarkets/Hypermarkets
- o Multi-Branded Stores
- o Online
- o Others

#### - India Electric Rice Cooker Market, By Region:

- o North

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o South

o East

o West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Electric Rice Cooker Market.

Available Customizations:

India Electric Rice Cooker Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

- Detailed analysis and profiling of additional market players (up to five).

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