

India Air Fryer Market Report and Forecast 2025-2034

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Report description:

The India air fryer market was valued at USD 48.43 Billion in 2024. The industry is expected to grow at a CAGR of 13.70% during the forecast period of 2025-2034 to attain a valuation of USD 174.87 Billion by 2034.

India Air Fryer Market Outlook

- By 2026, India's export of electronics and electronic equipment is likely to reach USD 120 billion.
- In May of 2023, Philips introduced a new air fryer featuring a transparent cooking window in India through a collaboration with Croma, priced at Rs 15,995.
- Based on data obtained from industry associations, electronics manufacturing in India is valued at Rs 640,810 crore for the fiscal year 2021-22 (US \$ 80bn).

India Air Fryer Market Growth

India's growing demand for air fryers can be attributed to the increasing awareness of health-conscious cooking methods and the convenience they offer in preparing meals with less oil. India ranks third in the list of top ten countries with the highest number of obese population. In 2024, a Lancet study also reported that 70% of the urban population in the country is overweight while one in eight individuals is classified as obese.

With the introduction of favourable government initiatives, such as Modified Electronics Manufacturing Clusters (EMC 2.0) Scheme, aimed at boosting electronic appliances manufacturing and ease of doing business in the country, major market players are expanding their manufacturing activities in the country. In January 2024, Versuni India revealed its new production plant in Bavla near Ahmedabad, where the company has decided to produce Philips Airfryers for the first time in India.

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The increasing awareness and focus on maintaining a healthy diet in India play a significant role in propelling the growth of the market. Air fryers are marketed as a healthier alternative to traditional deep-frying methods, as they require significantly less oil. This appeals to health-conscious individuals looking to reduce their intake of calories and fats. In today's fast-paced society, there is a demand for quick and easy meal preparation options. Air fryers offer a convenient and efficient cooking solution that requires minimal preparation and cleanup. This convenience is particularly attractive to busy professionals and families, contributing to the expansion of the market.

India Air Fryer Industry Segmentation

"India Air Fryer Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Market Breakup by Product Type:

- Drawer Type
- Lid Type

Market Breakup by Type:

- Manual
- Automatic

Market Breakup by End Use:

- Residential
- Commercial

Market Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Speciality Stores
- Online
- Others

Market Breakup by Region:

- North India
- East and Central India
- West India
- South India

India Air Fryer Market Share

Based on type, the market is segmented into manual and automatic. The automatic segment is projected to grow at a CAGR of 15.1% during the forecast period of 2025-2034. Automatic air fryers are gaining popularity due to their convenience and capacity to create healthier dishes. Their rapid air technology allows them to cook food faster than traditional ovens, making them perfect for busy people who want to whip up meals quickly without sacrificing flavour or nutrition.

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Leading Companies in the India Air Fryer Market

The market players are focusing on the production of smart and energy-efficient air fryers to gain a competitive edge in the market.

- Koninklijke Philips N.V.
- TTK Prestige Ltd.
- Havells India Ltd.
- Tuareg Marketing Pvt. Ltd. (INALSA)
- Ken Lifestyles Pvt. Ltd.
- Wonderchef Home Appliances Pvt. Ltd.
- Glen Appliances Pvt. Ltd.
- Usha International Ltd.
- American Micronic Instruments (India) Private Limited
- Others

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