



Euromonitor
International

World Market for Small Appliances

March 2024

Table of Contents

INTRODUCTION

Scope

Examining five trends shaping small appliances

STATE OF THE INDUSTRY

The industry saw only moderate growth in 2023, due to low consumer confidence

Asia Pacific to continue experiencing strong growth in small appliances

Personal care appliances benefit from more affordable products

Retail e-commerce now offers similar or better benefits to physical stores

India and Brazil show substantial growth potential

LEADING COMPANIES AND BRANDS

Top manufacturers sees increased competition from e-commerce brands

Midea Group looks to expand beyond China, as it faces strong competition

Expansion to new product categories is key for growth

Whirlpool shifts its focus towards small appliances

SharkNinja continues to expand its presence in Europe

TOP FIVE TRENDS SHAPING THE INDUSTRY

Examining five trends shaping small appliances

1. IoT, AI and automation are top priority for electronics and appliances manufacturers
1. Case study: Barista Brew by Midea to enhance the coffee experience through AI
1. Case study: Ecovacs' AINA model handles complex scenarios in home cleaning
1. Case study: LG's Whinsen Objet AC incorporates AI motion sensor for maximum comfort
2. Personalisation of small appliances designs and features continue to gain traction
2. Case study: Midea and Samsung allows consumer to customise colour panel
2. Case study: Dupray Bloom Air Purifier blends into consumer's home
3. Summer heatwaves to fuel surge in demand for air conditioners and heat pumps
3. Case study: Bosch's IDS Ultra Heat Pump to work in colder climates
4. Continued consumer engagement through "servitisation" is key for growth
4. Case study: Tineco Smart Cooking Machine automate cooking process for busy consumers
4. Case study: Panasonic Japan offers home appliances plus food subscription
4. Case study: Tovala's Smart Oven Air Fryer has scan-to-cook tech for quick meal-making
5. Affordable premium appliances lower entry barriers for middle-income households
5. Case study: Cecotec Mambo Touch Kitchen Robot brings affordability in automation
5. Case study: Yeedi Cube robot vacuum offers premium features at half the price

MARKET SNAPSHOTS

Global snapshot of air treatment products

Global snapshot of food preparation appliances

Global snapshot of heating appliances

Global snapshot of irons

Global snapshot of personal care appliances

Global snapshot of small cooking appliances

Global snapshot of vacuum cleaners

Regional snapshot: Asia Pacific

Regional snapshot: North America

Regional snapshot: Latin America

Regional snapshot: Western Europe

Regional snapshot: Middle East and Africa

Regional snapshot: Eastern Europe

Regional snapshot: Australasia

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/world-market-for-small-appliances/report.