



Euromonitor
International

Top Five Trends in Small Appliances

April 2025

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THE WORLD MARKET FOR SMALL APPLIANCES

Our expert's view of Small Appliances in 2024

Key findings

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THE SHIFT FROM SMART TO AI APPLIANCES

Smart appliances are now being rebranded as AI appliances

LG unveils new ARTCOOL AI Air: Stylish, AI-driven comfort and efficiency

AI integration will be a key brand differentiator, leading to market growth

SHARKNINJA CONTINUES TO WIN MARKET SHARE FROM ESTABLISHED BRANDS

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Transforming customer relationships: Growth of appliance subscription models

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CONCLUSION

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