



Euromonitor  
International

# World Market for Small Appliances

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## 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 Whinseu 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 SNAPSHOT

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

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