

# The World Market for Small Appliances

April 2025

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# INTRODUCTION

Our expert's view of Small Appliances in 2024 Small Appliances snapshot Key findings Markets in the Global South continue to drive volume growth Top five trends in Small Appliances Top five trends uncovered Drivers of consumer markets and impact on Small Appliances Adjacent industries and how they impact Small Appliances

## STATE OF THE INDUSTRY

Market growth is expected to continue growing at a linear pace The US is the largest market, with growth coming from the UK, Chile and Malaysia Personal care and cooking appliances drive global growth Asia Pacific leads small appliances market growth amidst rising replacement trends

### COMPANIES AND PRODUCTS

Air conditioner sales continue to drive growth for Midea and Gree Vacuum cleaners continues to be the product category driving company growth Brand loyalty in stabilised economies vs price sensitivity in emerging markets

#### CHANNELS

Retail e-commerce continues to be the preferred channel to purchase small appliances

#### FUTURE OUTLOOK

Personal care and cooking appliances lead regional growth trends US, India and Brazil markets expected to drive market growth Smart, sustainable and convenient: The future of small appliances growth

#### CONCLUSION

SWOT analysis: Pandemic-era purchases replacement cycle set to drive growth Opportunities for growth Our expert's view of Small Appliances to 2029

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