



The World Market for Small Appliances

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THE WORLD MARKET FOR SMALL APPLIANCES

Our expert's view of Small Appliances in 2025

Small Appliances snapshot

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Top five trends uncovered

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Wearables, Wellness and D2C: The cross-industry forces in small appliances innovation

STATE OF THE INDUSTRY

Small appliances are experiencing a slow-burn recovery globally

Vacuum cleaners surge, while the US leads per capita demand

Beauty boom and vacuums innovate, while kitchen categories plateau

Asia Pacific leads while emerging markets accelerate

Stalled cooking habits put pressure on kitchen appliances

COMPANIES AND PRODUCTS

Fragmentation leaves leading SEB Groupe with 5% market share in small appliances

Global momentum shifts driven by Chinese innovators and SharkNinja

Small appliances remains a market of many players

CHANNELS

Convenience and value further drive e-commerce channel

Midea leverages partnership with Costco Canada to expand in North America

FUTURE OUTLOOK

Personal care and small cooking appliances will continue to dominate mature markets

Rising emerging markets offer opportunity for brands that capture local needs

Competition for countertop space limits potential of kitchen appliances in China

Personal care drives scale and growth as other categories mature

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Our expert's view of Small Appliances to 2030

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