

The US Small Household Appliances  
Market: Analysis By Category, By  
Product, By Distribution Channel, Size  
& Forecast with Impact Analysis of  
COVID-19 and Forecast up to 2027

October 2022



# The US Small Household Appliances Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

The US Market Analysis

Impact of COVID

Dynamics

Competitive Landscape

Company Profiling

# The US Small Household Appliances Market: Coverage

## Scope of the Report

Attributes	Details
Title	The US Small Household Appliances Market: Analysis By Category, By Product, By Distribution Channel, Size & Forecast with Impact Analysis of COVID-19 and Forecast up to 2027
Coverage	The US
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2022-2027
Competition in the Market	Moderately Fragmented
Key Players	Haier Group Corporation, Newell Brands Inc., Samsung Electronics Co., Ltd., LG Electronics Inc., Whirlpool Corporation, Panasonic Corporation, Electrolux AB, Robert Bosch GmbH, Spectrum Brands, Koninklijke Philips N.V., Dyson Limited, Smeg SpA and Hamilton Beach Brands Holding Company.

# The US Small Household Appliances Market: Coverage

## Executive Summary

Household appliances are electrical or mechanical applications which accomplish some routine housekeeping task, such as cooking, cleaning, etc. Additionally, the appliances are also beneficial to manage routine functions like purifying, food preservation, etc., effectively and efficiently. The US small household appliances market in 2021 was valued at US\$24.64 billion. The market is expected to reach US\$33.05 billion by 2027, growing at a CAGR of 5.01% during the forecast period of 2022-2027. Also, the US small household appliances market by volume stood at 398.04 million in 2021 and is expected to grow to 437.30 million in 2027 at a CAGR of 1.58%.

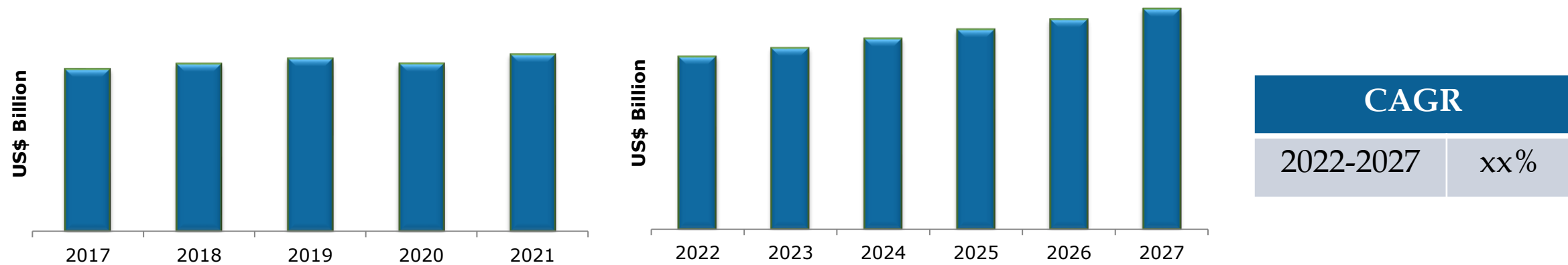
The US small household appliances market can be segmented based on Category (Cooking, Home Environment, Food Preparation, and Personal Care); Products (Small kitchen appliances, Vacuum Cleaners, Grills & roasters, Coffee machines, Microwave ovens, Irons, Hair clippers, Toasters, Hair dryers and Electric Kettles); and Distribution Channel (Online and Others). Cooking segment held around 30% of the market share in 2021, due to the rise in urban population, growth in adoption of methods to conserve natural resources and reduce negative impact on the environment, and rise in demand for easy and fast cooking appliance.

The outbreak of Coronavirus illness harmed the US small household appliance sector in 2020, as governments around the world instituted lockdowns. The dip in 2020 was not as severe, and the market recovered in 2021 as a result of increased consumer spending, an increase in the number of single-person households, the launch of new businesses, and so on. The market is likely to grow in the future as many companies introduce novel tiny household appliances and the sector makes extensive use of artificial intelligence and cloud computing.

The US small household appliances market has increased in 2021. The projections are made that the market would rise in the next five years i.e. 2022-2027 tremendously. The US small household appliances market is expected to increase due to growing number of single-person households, rise in disposable income and younger population, etc. Yet the market faces some challenges such as increased tariffs on raw materials, rising privacy threats, etc. Moreover, the market growth would succeed to various market trends like cloud technology, rising AI technology, growing influence of social media, etc.

# Small Household Appliances Market: The US Analysis

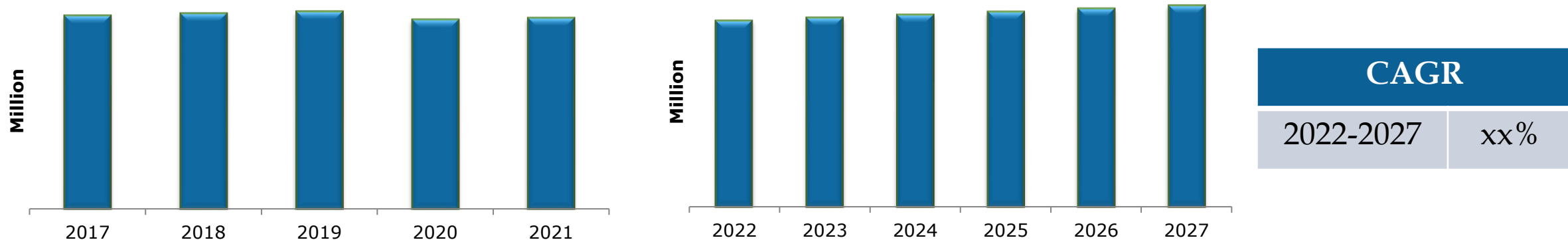
## The US Small Household Appliances Market by Value



The US small household appliances market valued at US\$... billion in 2021, increased as compared to US\$... billion in 2020. The US small household appliances market is anticipated to reach up to US\$... billion by 2027, at a CAGR of ....%, from US\$... billion in 2022.

# Small Household Appliances Market: The US Analysis

## The US Small Household Appliances Market by Volume



The US small household appliances market volume stood at ... million in 2021, increased as compared to ... million in 2020. The US small household appliances market is anticipated to reach up to ... million by 2027, at a CAGR of ....%, from ... million in 2022.

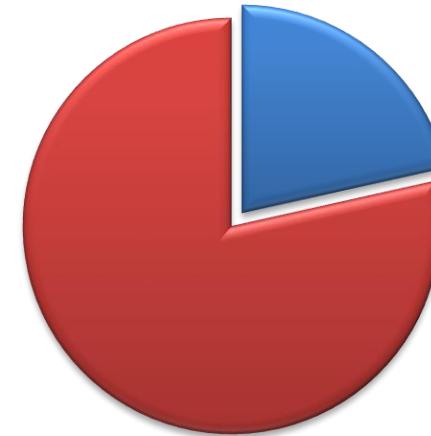
# Small Household Appliances Market: The US Analysis

The US Small Household Appliances Market by Category; 2021



Category	Share
Cooking	xx%
Home Environment	xx%
Food Preparation	xx%
Personal Care	xx%

The US Small Household Appliances Market by Distribution Channel; 2021



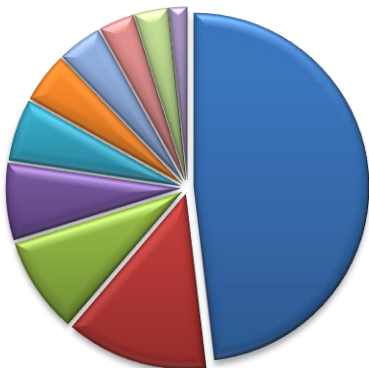
Distribution Channel	Share
Online	xx%
Other	xx%

# Small Household Appliances Market: The US Analysis

**The US Small Household Appliances Market by Product; 2021**



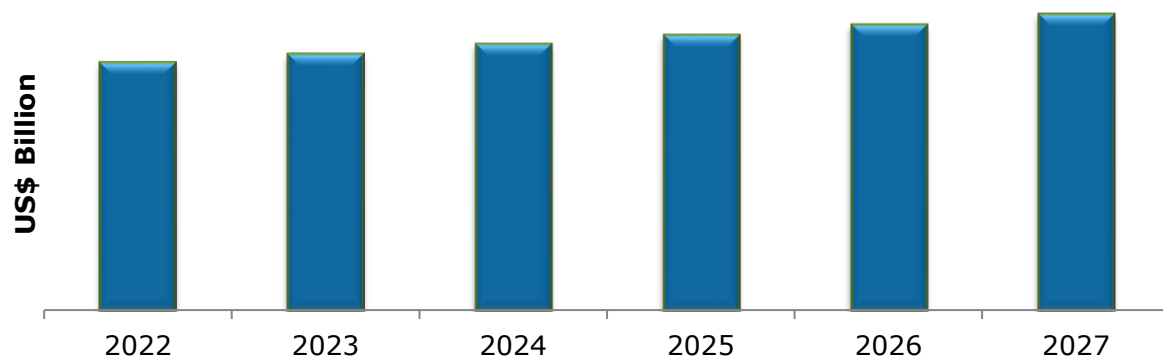
**The US Small Household Appliances Market Volume by Product; 2021**



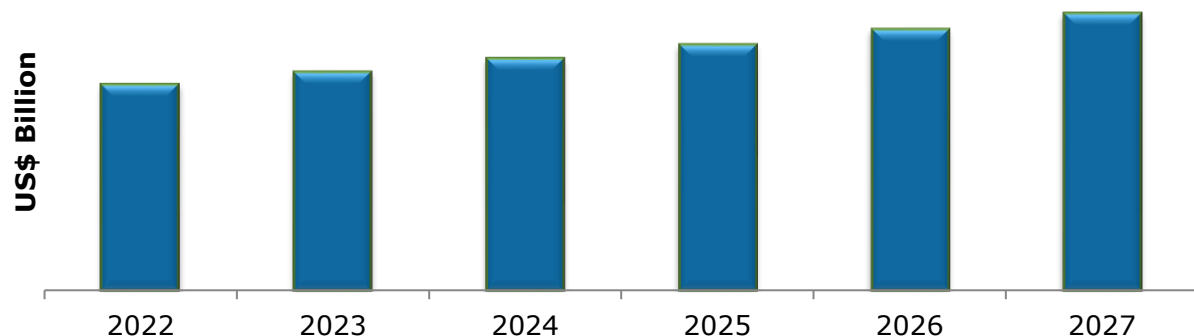
Product	Share
Small kitchen appliances	xx%
Vacuum Cleaners	xx%
Grills & roasters	xx%
Coffee machines	xx%
Microwave ovens	xx%
Irons	xx%
Hair clippers	xx%
Toasters	xx%
Hair dryers	xx%
Electric Kettles	xx%

# The US Small Household Appliances Market: Category Analysis

## The US Small Household Cooking Appliances Market by Value



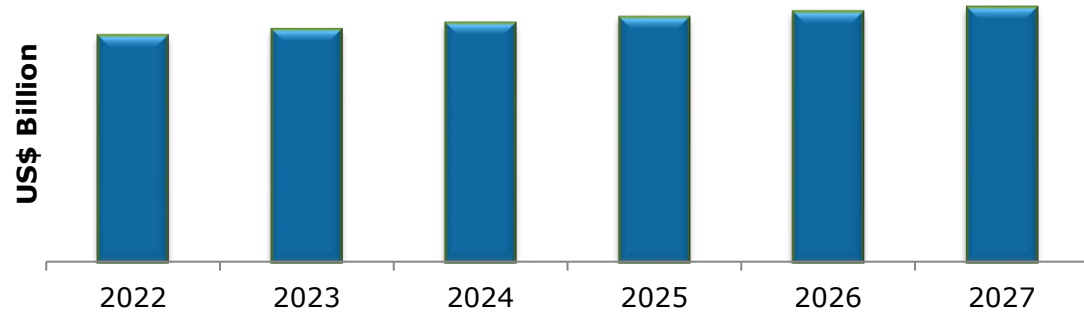
## The US Small Household Home Environment Appliances Market by Value



Category	CAGR (2022-2027)
Cooking	xx%
Home Environment	xx%
Food Preparation	xx%
Personal Care	xx%

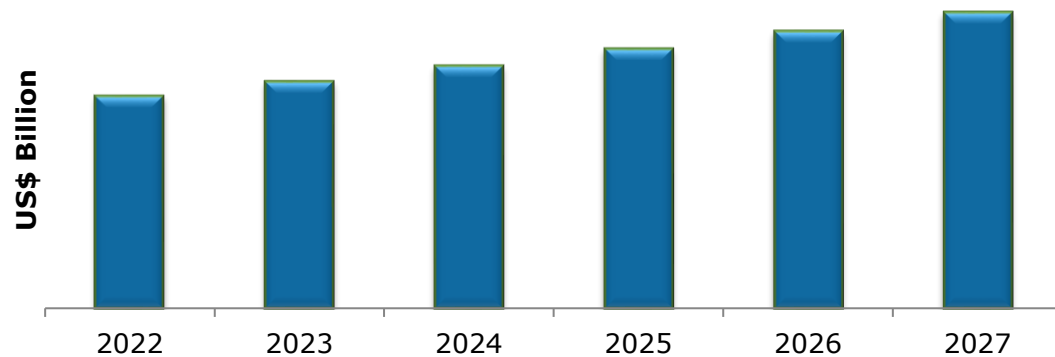
# The US Small Household Appliances Market: Product Analysis

The US Small Household Small kitchen Appliances Market by Value



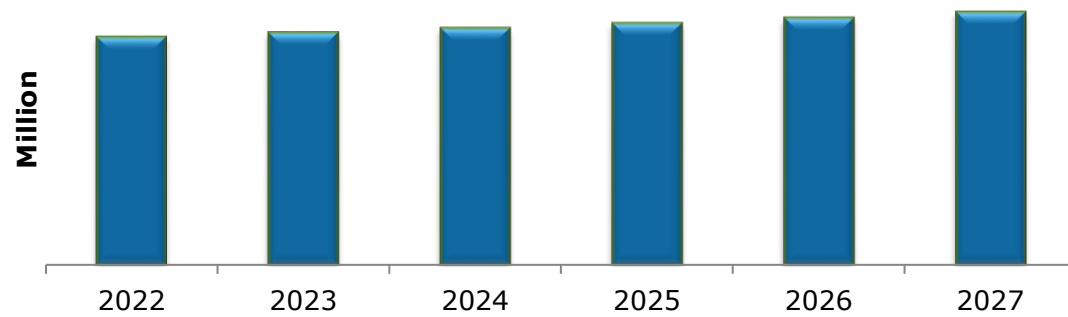
Product	CAGR (2022-2027)
Small kitchen appliances	xx%
Vacuum Cleaners	xx%
Grills & roasters	xx%
Coffee machines	xx%
Microwave ovens	xx%
Irons	xx%
Hair clippers	xx%
Toasters	xx%
Hair dryers	xx%
Electric Kettles	xx%

The US Small Household Vacuum Cleaners Appliances Market by Value



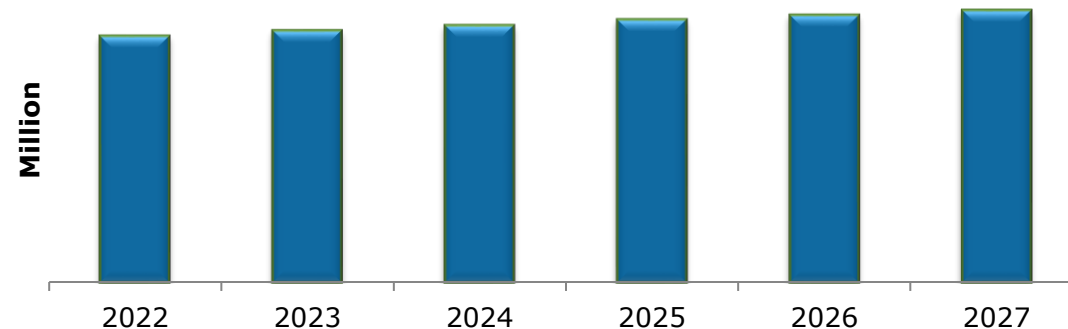
# The US Small Household Appliances Market Volume: Product Analysis

The US Small Household Small kitchen Appliances Market by Volume



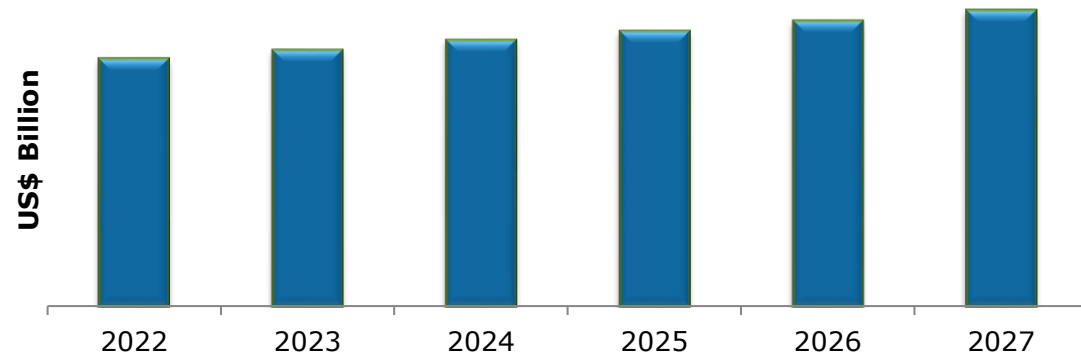
Product	CAGR (2022-2027)
Small kitchen appliances	xx%
Vacuum Cleaners	xx%
Grills & roasters	xx%
Coffee machines	xx%
Microwave ovens	xx%
Irons	xx%
Hair clippers	xx%
Toasters	xx%
Hair dryers	xx%
Electric Kettles	xx%

The US Small Household Vacuum Cleaners Appliances Market by Volume

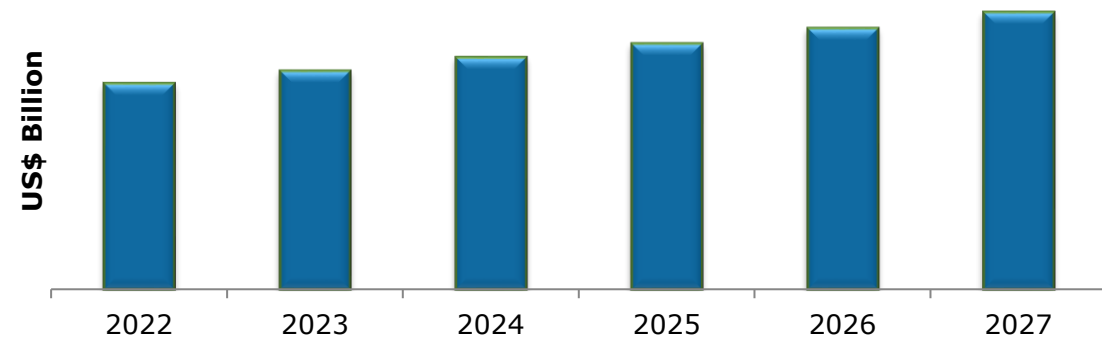


# The US Small Household Appliances Market: Distribution Channel Analysis

The US Online Small Household Appliances Market by Value

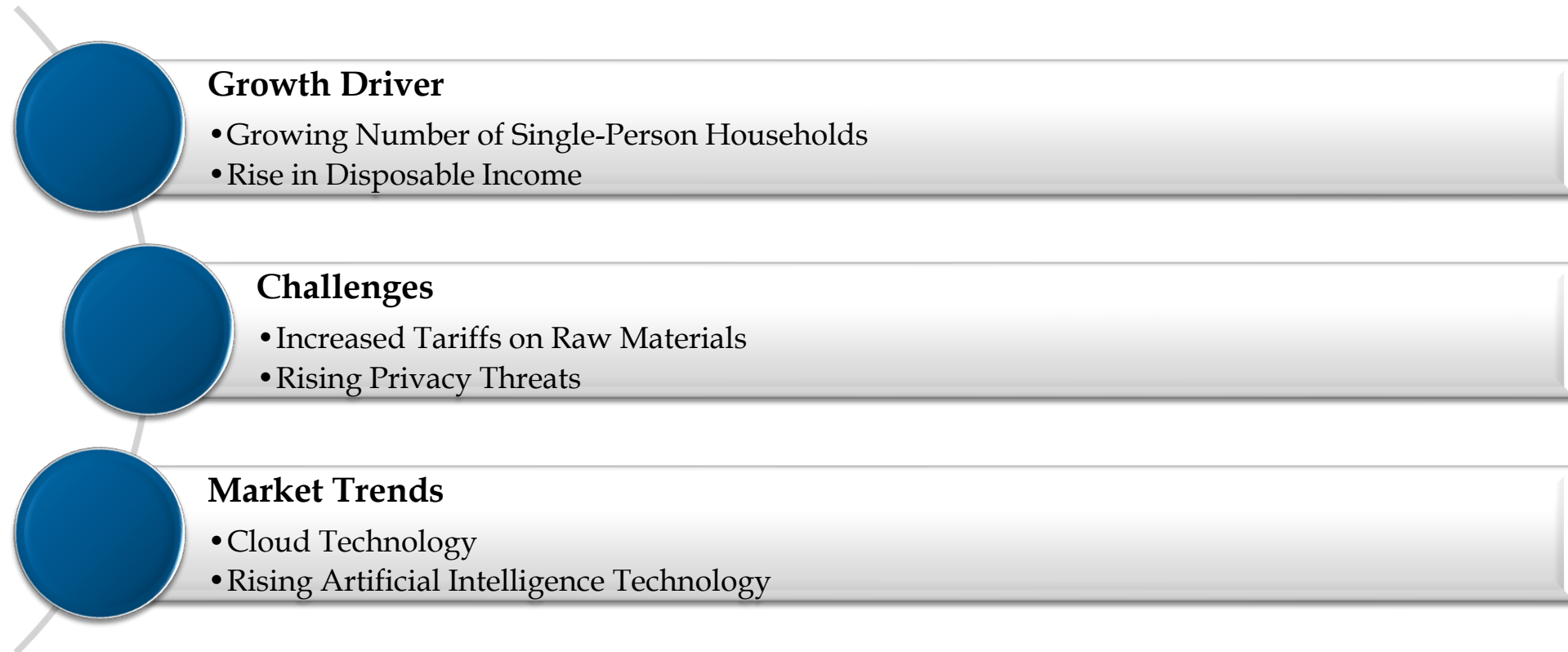


The US Other Small Household Appliances Market by Value



Distribution Channel	CAGR
	(2022-2027)
Online	xx%
Other	xx%

# The US Small Household Appliances Market: Dynamics



# The US Small Household Appliances Market: Competitive Landscape

## Players Profiled

- Haier Group Corporation,
- Newell Brands Inc.,
- Samsung Electronics Co., Ltd.,
- LG Electronics Inc.,
- Whirlpool Corporation,
- Panasonic Corporation,
- Electrolux AB,
- Robert Bosch GmbH,
- Spectrum Brands,
- Koninklijke Philips N.V.,
- Dyson Limited,
- Smeg SpA
- Hamilton Beach Brands Holding Company