



Home & Kitchen Market Trends

Innovation Report

2024



MARKET OVERVIEW

Introduction

The home and kitchen consumer goods market is a dynamic and ever-evolving sector that encompasses a wide range of products designed to enhance and facilitate daily life within the home environment. This market plays a crucial role in catering to the diverse needs and preferences of consumers, offering solutions that range from basic necessities to sophisticated, innovative gadgets and appliances.

Size and Growth:

The home and kitchen market is a substantial and steadily growing sector. In 2023, the revenue in the Small Kitchen Appliances market worldwide amounts to US\$127.00 billion. According to market projections, this segment is expected to grow annually by 5.07% from 2023 to 2028 (CAGR 2023-2028) with one of the largest market segments projected to be China with a share of almost 20%.

Segments:

The home and kitchen market is characterized by its diverse segments, each catering to specific aspects of home living. These segments include cookware and appliances, kitchen gadgets, dining and tableware, furniture and decor, cleaning products, and smart home technology. Within each of these categories, a wide range of products and brands compete to meet the varied needs and preferences of consumers, from those seeking basic necessities to individuals interested in high-end, innovative solutions.

Trends:

Several key trends shape the home and kitchen market. Sustainability and eco-friendliness are increasingly important, with consumers seeking products that reduce environmental impact. Smart home integration is on the rise, enabling remote control and automation of various home and kitchen appliances.





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MARKET TRENDS



CORDLESS TECHNOLOGY

The market is seeing a surge in cordless technology, improving the functionality of handheld appliances while offering great opportunity for multifunctional systems.



SMART HOMES

The whole home is currently experiencing a “smart” revolution, as connected products become cheaper to produce and AI is integrated. New products focus on providing seamless integration and time saving automations.



SUSTAINABILITY

There's a rising demand for environmentally-friendly, products made of sustainable materials like bamboos, metals and silicones. Efforts currently focus on consumables rather than electrical and tech items.



STYLE

Minimalist design maintains a strong market share whilst “gold modern” a renaissance in opulence continues to grow in strength.



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LEADING BRANDS



CORDLESS TECHNOLOGY

Dyson (known for cordless vacuum cleaners)
Breville (offers cordless kitchen appliances like kettles and toasters)
KitchenAid (produces cordless kitchen appliances like hand mixers)
Cuisinart (offers cordless electric hand mixer & other kitchen gadgets)
Black+Decker (known for cordless hand vacuums and kitchen tools)



SMART HOMES

Wyze Labs (Affordable home security systems)
Google (Nest products for smart home automation)
Amazon (Amazon Echo, Ring, and other smart home devices)
Apple (HomeKit for integrating various smart devices)
Samsung (SmartThings for smart home solutions)
Philips Hue (smart lighting for home)

MARKET DATA

Knowing which are your key competitors is essential in understanding what sells well and how you can potentially differentiate your product.



SUSTAINABILITY

Last Object (Innovative home & beauty products)
Seventh Generation (environmentally friendly cleaning products)
Ecover (eco-friendly cleaning products)
All-Clad (offers sustainable cookware made from recycled materials)



STYLE

Our Place (Celebrity endorsed homeware fashion)
Muji (Japanese retail company with minimalist household goods)
Alessi (Stylish design and fun kitchenware)
Le Creuset (known for its minimalist and classic cookware designs)
OXO (offers sleek and functional kitchen tools)



MARKET ANALYSIS

LEADING OPPORTUNITIES

We typically form targeted Product category insights & analysis, whereas below we have reviewed the whole baby category for a range of opportunities..

Search Terms		Overall Score	Buyer Demand	Competition Opportunity	Investment Sweet Spot	Revenue Potential	Search Volume	Launch Budget	Avg. Price	Avg. Revenue (Top 50 Monthly)	
1	Air Purifier	52	100	8	0	100	410,329	\$150,000	\$716.47	\$1,235,667	Opportunity
2	Air Fryer	50	100	0	0	100	1,081,501	\$150,000	\$90.95	\$782,031	Opportunity
3	Blender	51	100	4	0	100	684,828	\$150,000	\$111.44	\$409,784	
4	Steam Cleaner	61	100	32	0	100	279,936	\$150,000	\$180.69	\$398,071	Opportunity
5	Humidifier	54	100	15	0	100	917,524	\$150,000	\$60.29	\$385,331	
6	Dehumidifier	54	100	17	0	100	411,492	\$150,000	\$164.40	\$338,712	
7	Stand Mixer	48	90	3	0	100	117,814	\$137,000	\$152.56	\$333,702	
8	Steam Mop	57	100	28	0	100	263,323	\$150,000	\$102.60	\$307,875	
9	Shower Caddy	55	100	21	0	97	431,742	\$111,000	\$24.63	\$140,419	
10	Meat Thermometer	50	100	11	0	87	447,513	\$106,000	\$31.21	\$135,726	

In summary, the "Air Purifier," "Air Fryer," and "Steam Cleaner" are selected for development because they have high buyer demand, significant revenue potential. **Air purifier** has the **highest monthly revenue** at 1.2million for the top 50 products, **Air Fryer** has the **highest search volume** at over 1 million searches per month, and **Steam cleaner** has the **highest overall score** at 61. However, it's worth noting that the investment sweet spot is low for these products, meaning that while there might be a need for a significant initial investment, the potential returns and market demand justify this investment.



G E M B A H

Home & Kitchen Market Opportunities

Concepting Examples

2024



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AIR PURIFIER KEY COMPETITORS

MARKET DATA

Knowing which are your key competitors is essential in understanding what sells well and how you can potentially differentiate your product.

	Top 5 Products	Selling Price	Monthly Sales	Monthly Revenue	Reviews	Rating	LINK
1	LEVOIT Air Purifier for Home Allergies P...	\$89.99	36,663	\$3,299,303	93829	4.7	https://www.amazon.com/dp/B07VVK39F7
2	AROEVE Air Purifiers for Home, HEPA Air ...	\$49.99	31,021	\$1,550,740	24393	4.6	https://www.amazon.com/dp/B09FJSJQ95
3	LEVOIT Air Purifiers for Bedroom Home, 3...	\$42.99	21,413	\$920,545	18429	4.6	https://www.amazon.com/dp/B09GTRVJQM
4	LEVOIT Air Purifiers for Home Large Room...	\$109.99	17,863	\$1,964,751	27734	4.7	https://www.amazon.com/dp/B08NDM2RNG
5	Air Purifiers for Home Large Room Up to ...	\$129.99	15,180	\$1,973,248	1240	4.6	https://www.amazon.com/dp/B0C1MPDTG7

Key Factors Driving Competition:

- **Technological Advancements:** innovative features and advanced filtration technologies drive competition in the market
- **Brand Reputation:** well-established brands have a competitive advantage in terms of trust and consumer loyalty
- **Price Competitiveness:** competitive pricing strategies play a crucial role in market competition
- **Distribution Network:** a strong and wide distribution network enables companies to reach a large customer base
- **Product Differentiation:** unique features, design, and performance differentiate products and attract customers



1



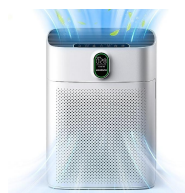
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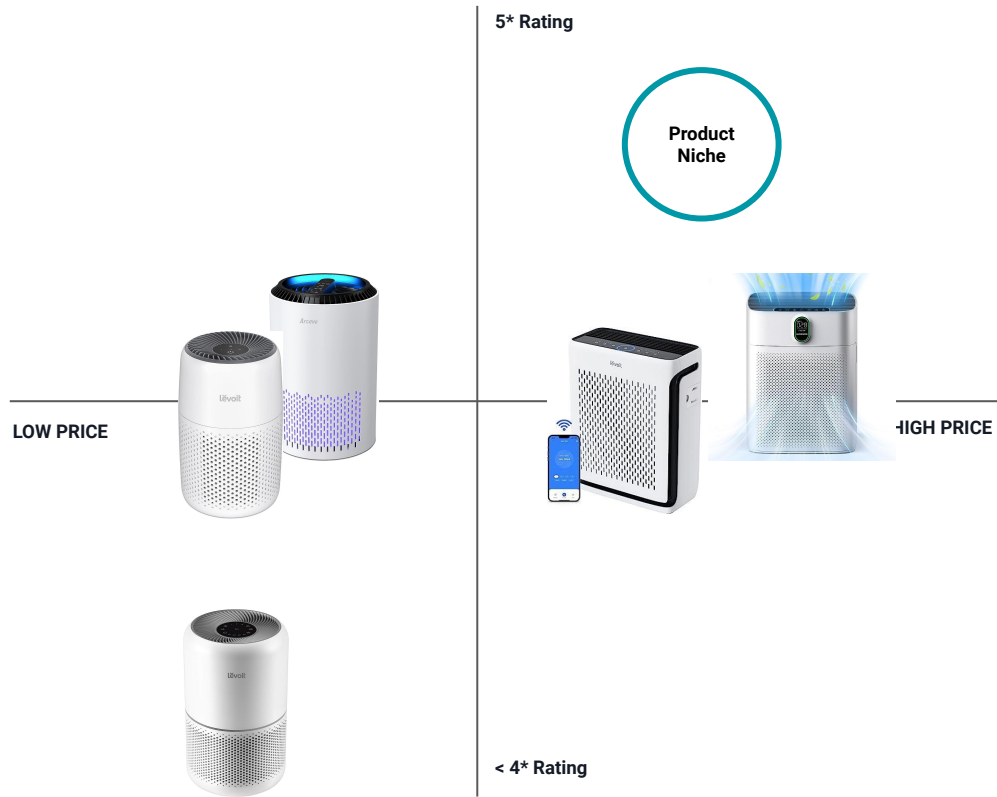
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COMPETITOR MATRIX

Targeted Product Niche

Our innovative air purifier product, priced competitively in the mid-range segment, caters to health-conscious consumers seeking effective air filtration, smart features for remote operation, customizable settings, energy efficiency, and a sleek design.

	Name	Selling Price	Rating
1	LEVOIT Air Purifier for Home Allergies P...	\$89.99	4.7
2	AROEVE Air Purifiers for Home, HEPA Air ...	\$49.99	4.6
3	LEVOIT Air Purifiers for Bedroom Home, 3...	\$42.99	4.6
4	LEVOIT Air Purifiers for Home Large Room...	\$109.99	4.7
5	Air Purifiers for Home Large Room Up to ...	\$129.99	4.6



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AIR PURIFIER CONCEPT

The Concept is entirely unique and informed by market data on what has sold best and solves for what is most disliked in reviews. The ultimate new concept for the category.

Air Purifier

Our innovative air purifier combines HEPA & Carbon filtration technology, smart lighting features, and sleek design with wood effect to deliver superior indoor air quality.

Our air purifier combines the standard features like multiple fan speed settings, filter replacement indicator, timer function, touchscreen control panel, and child lock feature, with innovative key features such as HEPA filtration for efficient purification, smart sensor technology for automatic adjustment, customizable settings for personalized preferences, energy-saving mode for reduced consumption, and a modern design that adds aesthetic value including mood lighting.



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AIR PURIFIER CONCEPTS

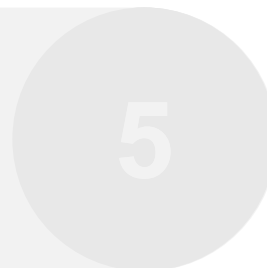
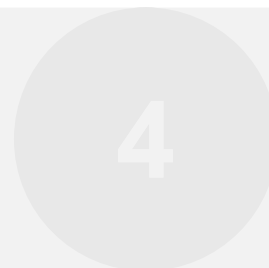
DEVELOPMENT FAST-TRACK

For each product opportunity, we develop five concepts with shortlisted factories to start your journey.



Purifier

Mood Lighting
Smart Home
Integration
Hepa filtration
Carbon Filtration
Auto modes



CONCEPTS 2-5 UNLOCKED IN OPPORTUNITY REPORT



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AIR FRYER KEY COMPETITORS

MARKET DATA

Knowing which are your key competitors is essential in understanding what sells well and how you can potentially differentiate your product.

	Top 5 Products	Selling Price	Monthly Sales	Monthly Revenue	Reviews	Rating	LINK
1	Ninja DZ550 Foodi 10 Quart 6-in-1 DualZo...	\$129.99	21,996	\$2,859,260	1326	4.7	https://www.amazon.com/dp/B0B15Q3HCQ
2	COSORI Air Fryer Pro LE 5-Qt Airfryer, Q...	\$99.99	16,331	\$1,632,937	37022	4.7	https://www.amazon.com/dp/B0936FGLQS
3	Ninja AF101 Air Fryer that Crisps, Roast...	\$99.99	15,845	\$1,584,342	49087	4.8	https://www.amazon.com/dp/B07FDJMC9Q
4	Ninja SP101 Digital Air Fry Countertop O...	\$129.99	13,292	\$1,727,827	27170	4.6	https://www.amazon.com/dp/B07SCGY2H6
5	Instant Pot 10-Quart Air Fryer, From the...	\$149.95	11,683	\$1,751,866	64181	4.6	https://www.amazon.com/dp/B07VM28XTR

Key Factors Driving Competition:

- Growing consumer demand for healthier cooking options
- Increasing availability of multifunctional air fryers with additional cooking capabilities
- Advancements in technology, leading to improved performance and efficiency
- Expansion of distribution channels, including online platforms
- Continuous product innovation to attract new customers and retain market share





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COMPETITOR MATRIX

Targeted Product Niche

The innovative air fryer product targeted towards health-conscious consumers seeking a versatile cooking solution with efficiency and ease of use at an affordable price point.

This product aims to cater to smaller households or individuals who value convenience and healthier cooking options.

	Name	Selling Price	Rating
1	Ninja DZ550 Foodi 10 Quart 6-in-1 DualZo...	\$129.99	4.7
2	COSORI Air Fryer Pro LE 5-Qt Airfryer, Q...	\$99.99	4.7
3	Ninja AF101 Air Fryer that Crisps, Roast...	\$99.99	4.8
4	Ninja SP101 Digital Air Fry Countertop O...	\$129.99	4.6
5	Instant Pot 10-Quart Air Fryer, From the...	\$149.95	4.6



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AIR FRYER CONCEPT

The Concept is entirely unique and informed by market data on what has sold best and solves for what is most disliked in reviews. The ultimate new concept for the category.

Air Fryer

Introducing our Modern Air Fryer, the ideal fusion of style and practicality. With a central control dial and LCD display, cooking is a breeze. Its sleek design and premium build will enhance your kitchen's aesthetics, while its spacious capacity accommodates larger meals. Enjoy healthier, oil-efficient cooking and versatile food prep. Cleanup is simple thanks to non-stick surfaces and removable parts. Elevate your culinary experience with our Modern Air Fryer, combining style and functionality in one.

Key Features:

- Premium Materials
- Modern Aesthetic Curved Screen Housing
- Large capacity
- Central Control Dial





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AIR FRYER CONCEPTS

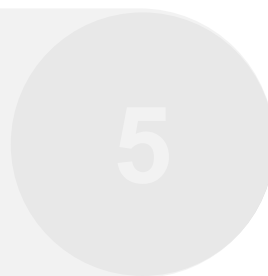
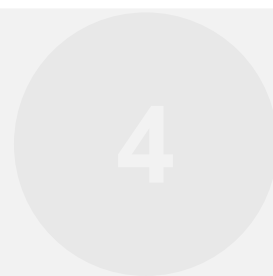
DEVELOPMENT **FAST-TRACK**

For each product opportunity, we develop five concepts with shortlisted factories to start your journey.



Air Fryer

High quality Material



CONCEPTS 2-5 UNLOCKED IN OPPORTUNITY REPORT



STEAM CLEANER KEY COMPETITORS

MARKET DATA

Knowing which are your key competitors is essential in understanding what sells well and how you can potentially differentiate your product.

Top 5 Products		Selling Price	Monthly Sales	Monthly Revenue	Reviews	Rating	LINK
1	BISSELL Little Green Multi-Purpose Porta...	\$100.99	36,344	\$3,670,381	64502	4.6	https://www.amazon.com/dp/B0016HF5GK
2	BISSELL SteamShot Deluxe Hard Surface St...	\$41.19	22,676	\$934,024	27364	4.3	https://www.amazon.com/dp/B001EYHAGS
3	Bissell SteamShot Hard Surface Steam Cle...	\$31.22	22,623	\$706,290	45582	4.3	https://www.amazon.com/dp/B07V39L623
4	Steam Mop Cleaner 10-in-1 with Convenien...	\$59.99	10,175	\$610,398	48111	4.2	https://www.amazon.com/dp/B077S6KQ88
5	Dupray Neat Steam Cleaner Powerful Multi...	\$149.78	6,453	\$966,530	19567	4.5	https://www.amazon.com/dp/B07C44DM6D

Key Factors Driving Competition:

- Technological advancements for enhanced cleaning performance
- Increasing consumer preference for chemical-free cleaning solutions
- Growing demand from commercial sectors like hospitality and healthcare
- Rising awareness about the importance of maintaining cleanliness and hygiene
- Expansion of the e-commerce industry, providing a convenient platform for sales





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COMPETITOR MATRIX

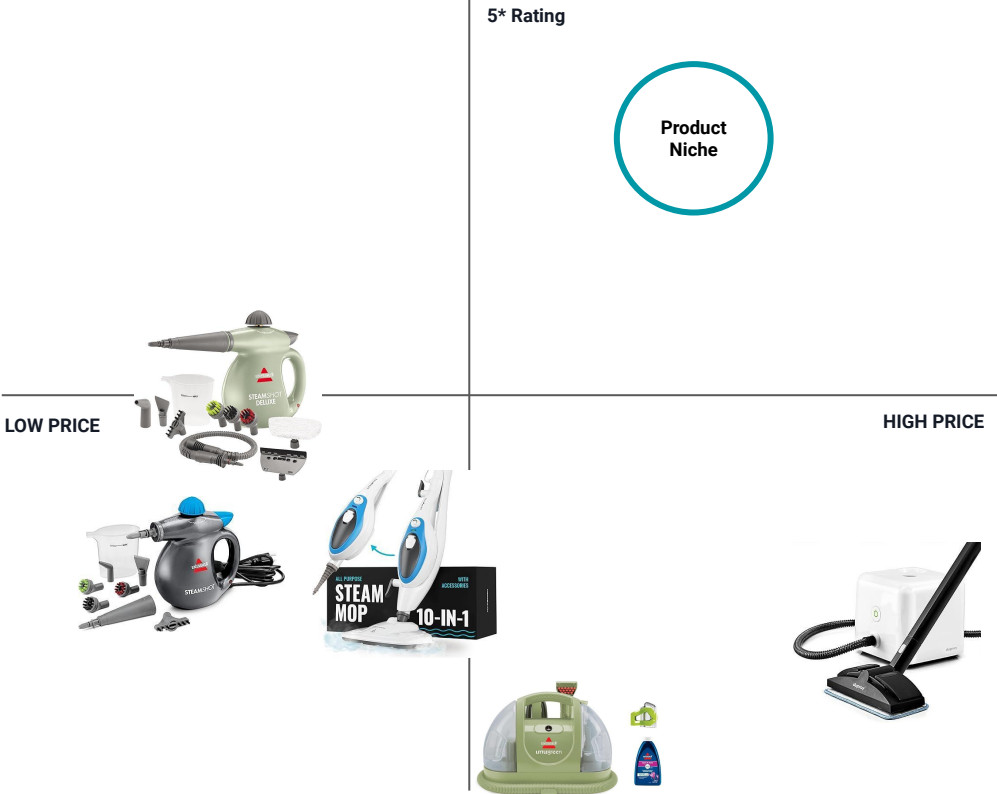
Targeted Product Niche

Target Price: \$200-300

Key Features: Adjustable steam pressure, multi-surface compatibility, fast heating time, long and retractable power cord, large water tank capacity

This innovative steam cleaner caters to budget-conscious consumers who seek a powerful and versatile cleaning solution without compromising on quality or performance.

	Name	Selling Price	Rating
1	BISSELL Little Green Multi-Purpose Porta...	\$100.99	4.6
2	BISSELL SteamShot Deluxe Hard Surface St...	\$41.19	4.3
3	Bissell SteamShot Hard Surface Steam Cle...	\$31.22	4.3
4	Steam Mop Cleaner 10-in-1 with Convenien...	\$59.99	4.2
5	Dupray Neat Steam Cleaner Powerful Multi...	\$149.78	4.5



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STEAM CLEANER CONCEPT

The Concept is entirely unique and informed by market data on what has sold best and solves for what is most disliked in reviews. The ultimate new concept for the category.

Steam Cleaner

The Ultimate Steam Cleaner is a practical cleaning solution designed with user convenience in mind. It features an ergonomic handle for comfortable handling, adjustable temperature control to suit different cleaning needs, and a quick-change nozzle system for easy adaptability. This versatile steam cleaner offers efficient and chemical-free cleaning across various surfaces, making it a reliable and eco-friendly choice. With a focus on durability, it simplifies your cleaning routine while delivering excellent results.

Key Features:

- Ergonomic handle
- Clear water tank
- Quick change nozzle
- Temperature control





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STEAM CLEANER CONCEPTS

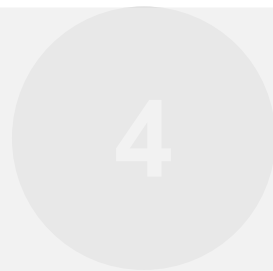
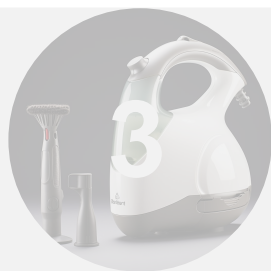
DEVELOPMENT FAST-TRACK

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Steam Cleaner

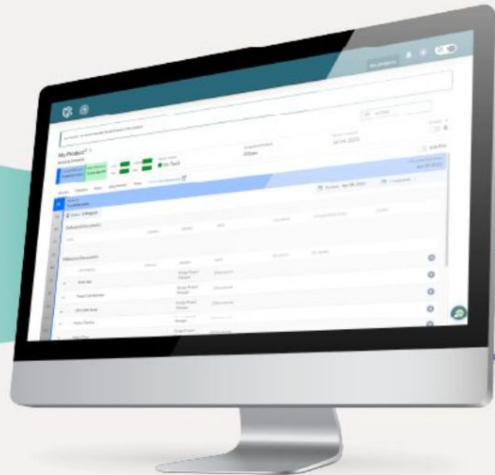
Ergonomic Design
Quick Change
Nozzle
Temperature Control



CONCEPTS 2-5 UNLOCKED IN OPPORTUNITY REPORT

A Collaboration Platform & Marketplace for Product Creation

Our global collaboration platform and marketplace makes it easy for any business to manage product development, sourcing, and logistics. Gembah connects Customers to Experts and Partners and helps orchestrate their collaboration to get new products to market with ease.



GEMBAH.COM





The Problem

It's hard to find your next product to launch confidently.





Our Solution

We have everything you need to
define & launch your next product.

Market & key competitor data
Insight-informed concepts
Global team to execute
2000+ factories / 600+ designers

Finding the Gembah

WHY GEMBAH

GEMBAH ADVANTAGE

Our network of design experts and vetted factories, enables us to uniquely get your next product to market with the best chance of success.



Save >50% **Development Costs**

Our Early POR gets your amazing viable concepts in record time and for a fraction of the cost.



Reduce **Time to market**

By combining factories with designers to collaborate and bring your product to market in record time.



Use our **Vetted Network**

We have 2000+ factories & 600+ designers in our network, who we know and you can trust.



Collaborative **Integrated Process**

Our platform & regional representation means you have the development edge in getting your product to market.

CLIENT PROJECTS



Proven Performance

We are in the business of delivering amazing results for world leading brands. Lets get your new product idea to market together!

OUR CUSTOMERS

We have and continue to partner with some of the world's leading brands, helping them get the competitive edge, come and join us.





G E M B A H

Let's start a Product together!