

Global Portable Blenders Market to Reach USD 1.4 Billion by 2035, Expanding at 5.9% CAGR

*Analysis of Portable Blenders Market
Covering 30+ Countries Including Analysis
of U.S., Canada, U.K., Germany, France,
Nordics, GCC countries, Japan, Korea*



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/EINPresswire.com/ -- The global

[portable blenders market](#) is estimated at USD 789.4 million in 2025. The industry will expand at a CAGR of 5.9% and reach USD 1.4 billion by 2035. As healthy consumer trends converge with portable appliance innovation. Urban lifestyles, active lifestyles, and compact living are driving heightened demand for lightweight, rechargeable blending devices. On-the-go convenience for smoothies, protein shakes, and juice is offered by portable blenders, which are winning over the hearts of Gen Z, millennials, and professionals alike.

Common technologies used, such as USB-C charging, long-lived lithium-ion batteries, and intelligent blending software, have shaped modern models. Industry players are moving towards more sustainable material trends, such as BPA-free plastic and recyclable packaging, with more spending going into design. Motor performance and multi-functional convenience, with the emerging Asia-Pacific and Latin America markets showing strong demand traction and Western Europe and North America as saturated leaders. E-commerce is accelerating industry reach more quickly, enabling rapid scale by influencer marketing and DTC-led lifestyle-driven brands.

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Growth Drivers Fueling Market Expansion

The intersection of wellness and mobility continues to propel appliance innovation. Consumers are calling for appliances that support their active, healthy lifestyles. Portable blenders have evolved from niche fitness devices to ubiquitous accessories used in the home, office, or on the road based on convenience, personalization, and reliability. Rechargeable options, compact designs, and food-grade components deliver hassle-free user experiences in small kitchens or extremely active outdoor environments.

Technology and sustainability are transforming product development. Companies are introducing smart features like memory blending, Bluetooth connectivity, and auto shut off for added safety. Concurrently, BPA-free, green plastics and steel finishes reflect shifting expectations regarding hygiene, recyclability, and durability. These drivers, along with seasonal promotion and electronic marketing, drive sure-fire demand across different worldwide regions.

Regional Insights

North America is led by volume and innovation, with the U.S. growing at 7.0% CAGR, which is led by a universal health and fitness culture. Europe follows, led by the U.K. (6.5%) and Germany (6.3%), where sustainable product design and store experiences are fueling high growth. China is the world's growth leader at 7.8% CAGR, led by city expansion, disposable incomes, and smart tech take-up. Australia, New Zealand, and South Korea also show active demand for clean, rechargeable, wellness-oriented models.

Key Takeaways from the Market Study

- Market to reach USD 1.4 billion by 2035
- CAGR projected at 5.9% during 2025–2035
- Plastic dominates with 51.2% share in 2025
- Offline sales lead with 61.8% industry share
- China expands fastest at 7.8% CAGR
- U.S. set to grow at 7.0% CAGR
- Survey Insights and Stakeholder Priorities

Fact.MR's stakeholder survey identifies battery efficiency, portability, and lightweight design as top priorities, cited by 79% of respondents. Another 72% emphasize the importance of food-safe, BPA-free plastics. In-store bundling with health and wellness brands is gaining traction, especially in North America and Europe, while Asia-Pacific respondents prioritize ruggedized features for affordability. Nearly 75% of stakeholders plan to invest in recyclable packaging and automated logistics systems, reflecting broader ESG goals.

Companies Targeting

NutriBullet and BlendJet dominate with differentiated brand strategies. NutriBullet leads with durability, bundling, and multi-channel reach, while BlendJet has captured DTC success through viral marketing and personalization. Hamilton Beach and Oster cater to value-conscious consumers with accessible price points and regional retail strength. New entrants like Beast Health appeal to aesthetic-focused consumers with minimalist, tech-enabled designs. Mid-tier players such as PopBabies and BELLA thrive on Amazon and wellness marketplaces through cost-effective, colorful offerings.

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Segmental Insights

Plastic is the dominant material, offering affordability, lightweight portability, and color customization. With 51.2% market share in 2025, brands leverage BPA-free, shatterproof plastics for daily users and travelers. Steel follows with 28.2%, attracting premium buyers who prioritize thermal insulation and build quality.

Offline retail remains dominant with a 61.8% share, driven by consumer preference for hands-on product assessment. However, online channels, which account for 38.2%, are rapidly growing due to mobile commerce, influencer-led promotions, and brand-direct ecosystems. BlendJet and NutriBullet lead this digital transformation by offering personalized bundles, reviews, and seasonal offers through dedicated platforms.

Key Companies Profiled-

NutriBullet | BlendJet | Hamilton Beach | Oster | Beast Health | PopBabies | KitchenAid | BELLA | BILACA | Conair (Cuisinart)

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The global [charter bus services market](#) is expected to secure a valuation of US\$ 18.7 billion in 2023. During the forecast period of 2023-2033, demand for charter bus services is expected to increase at a CAGR of 3.8% and reach a market size of US\$ 27.1 billion by the end of 2033.

The global [Bot Services market](#) is expected to be worth US\$ 1.67 billion in fiscal year 2023, up from US\$ 1.4 billion in fiscal year 2022. From 2022 to 2032, the market is expected to grow at a 19.3% CAGR, reaching a value of US\$ 9.75 billion by the end of 2033.

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