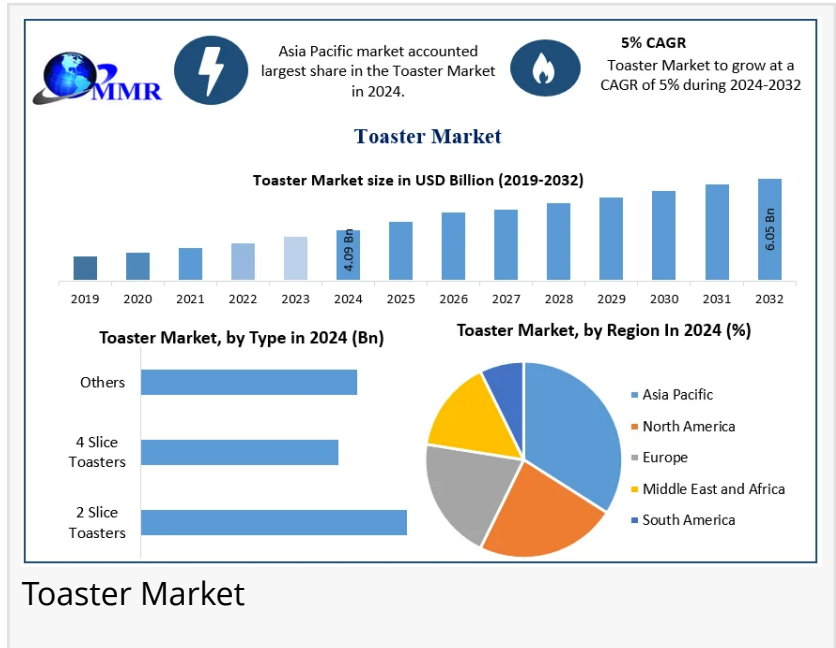


Global Toaster Market Worth USD 4.09 Billion in 2024 – Growth Forecast 2025-2032

Innovations in smart toasters and energy-efficient designs are reshaping the Toaster Market, empowering consumers with healthy, and more personalized breakfast.

WILMINGTON, DE, UNITED STATES, October 24, 2025 /EINPresswire.com/ -- Explore the global [toaster market](#), valued at USD 4.09 Billion in 2024, driven by rising demand for smart toasters, electric toasters, and multifunctional kitchen appliances. Learn about market trends, regional growth in Asia-Pacific and North America, and key manufacturers shaping innovation and adoption.



Toaster Market is undergoing significant transformation, driven by rising demand for smart toasters, multifunctional appliances, and energy-efficient designs. In 2024, pop-up toasters accounted for 56% of total sales, reflecting their convenience, automatic heat adjustments, and easy maintenance. Rapid urbanization, busy lifestyles, and growing health-consciousness are fueling demand for electric and smart toasters across households, cafés, restaurants, and hotels.

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The toaster market is evolving rapidly, driven by smart technology, multifunctional designs, and rising consumer demand for convenience.”

Dharti Raut

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Technological advancements such as app-controlled toasters, preset browning modes, and automatic sensors are enhancing precision and user experience. Notable innovations include Breville's Eye Q Smart Toaster, which monitors bread color up to 10 times per second, and

Revolution Cooking’s R180 Connect Plus with Wi-Fi connectivity for 22 bread types. These developments, combined with stylish designs and multifunctional features, are boosting adoption globally.

With Asia Pacific leading at 38.6% market share and North America and Europe showing strong preference for premium, energy-efficient, and design-focused toasters, the market is poised for steady growth. Smart toasters and multifunctional kitchen appliances are expected to remain key growth drivers through 2025 and beyond.

Toaster Market Segments Covered	
By Type	2 Slice Toasters 4 Slice Toasters Others
By Product	Pop-Up Toasters Toaster Ovens Conveyor Toasters
By Distribution Channel	Offline Online
By Application	Residential Commercial
By Region	North America- United States, Canada, and Mexico Europe – UK, France, Germany, Italy, Spain, Sweden, Russia, and the Rest of Europe Asia Pacific – China, South Korea, Japan, India, Australia, Indonesia, Philippines, Malaysia, Vietnam, Thailand, Rest of APAC Middle East and Africa - South Africa, GCC, Egypt, Nigeria, Rest of the Middle East and Africa South America – Brazil, Argentina, Rest of South America

Smart Toasters Lead the Charge in Kitchen Innovation

The Global Toaster Market is being transformed by technological advancements and rising consumer expectations. Smart toasters, such as Griffin Technology's Connected Toaster, now allow users to control settings through smartphone apps via Bluetooth, saving and recalling individual toasting preferences. Additionally, modern toasters consume 6 times less energy than conventional ovens, making them both convenient and energy-efficient. With rapid urbanization and hectic lifestyles, the demand for multipurpose, automated toasters in households, hotels, and cafés is steadily increasing, driving innovation and adoption across the market.

Convenience and Health Trends Propel Toaster Popularity

The growing number of cafés, cake shops, and fast-food restaurants worldwide is boosting toaster usage, particularly for baking products like muffins, waffles, pizza, and specialty bread. Pop-up toasters remain the most popular, accounting for 56% of all toaster sales in 2024, thanks to their energy efficiency, automatic heat adjustments, and ease of cleaning. Moreover, the rising trend of kitchen decoration and the influence of food bloggers and social media enthusiasts are further encouraging the adoption of stylish and high-tech toasters. These developments are fueling the toaster market’s growth by combining convenience, health-conscious cooking, and aesthetic appeal.

Toaster Market Segmentation: Catering to Every Kitchen Need

The Global Toaster Market is broadly segmented into electric toasters, smart toasters, and manual toasters, each catering to unique consumer preferences and household requirements. Electric toasters remain the most widely adopted, offering consistent performance, quick heating, and energy-efficient operation, making them a staple in urban homes. Smart toasters,

with features like app-based controls, preset toasting modes, and automatic browning adjustments, are capturing the attention of tech-savvy consumers looking for convenience and precision in breakfast preparation. Meanwhile, manual toasters continue to appeal to traditional users and small café owners who prefer simple, durable designs.

In terms of application, toasters are not only popular in households but also see growing use in restaurants, cafés, and hotels, contributing to the expanding kitchen appliances market. Rising consumer interest in versatile and health-conscious cooking appliances has also spurred innovation, including options compatible with whole-grain, gluten-free, and artisanal breads. These trends are diversifying the toaster market, creating opportunities for both established manufacturers and new entrants.

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Asia Pacific Dominates Global Toaster Market with 38.6% Share

The Global Toaster Market is experiencing dynamic regional growth, with the Asia Pacific region leading in market share. In 2024, Asia Pacific accounted for 38.6% of the Global Toaster Market, valued at approximately USD 1.8 billion. This dominance is attributed to increasing urbanization, rising disposable incomes, and the expanding presence of international brands in populous countries like China and India. The region's market is further bolstered by a robust retail sector and a surge in online sales channels, facilitating wider consumer reach and varied product availability.

North America remains a significant player in the toaster market, driven by a high rate of household appliance turnover and a preference for technologically advanced products. Consumer trends towards convenience and energy-efficient appliances further stimulate market growth in this region. Europe exhibits a high demand for premium, design-oriented toasters that complement modern kitchen aesthetics. Consumers in countries such as Germany, France, and the UK are increasingly inclined towards eco-friendly and high-durability products, influencing market offerings. Collectively, these regional markets contribute to a dynamic global landscape, each with unique drivers and growth trajectories.

Recent Developments in Toaster Market

Breville's Eye Q Smart Toaster Revolutionizes Toasting Technology

In July 2025, Breville introduced the Eye Q Smart Toaster, featuring advanced optic sensors that monitor bread color in real-time, up to 10 times per second. This technology allows users to select from seven shade levels and includes specialized modes for sourdough and frozen bread. Priced between AU\$469 and AU\$629, the Eye Q aims to provide precise toasting based on visual doneness rather than time.

Revolution Cooking Launches R180 Connect Plus Smart Toaster

In May 2025, Revolution Cooking unveiled the R180 Connect Plus Smart Toaster, a high-tech appliance priced at \$400. This model offers features such as Wi-Fi connectivity, firmware updates, and detailed toasting preferences for 22 bread types. Despite its technological advancements, early reviews indicate that the toaster's performance may not meet expectations, with reports of uneven toasting.

Trends in Toaster Market

Surge in Smart Toaster Adoption

The smart toaster market is experiencing robust growth, with an estimated value of \$250 million in 2025, driven by increasing consumer demand for convenient, technologically advanced kitchen appliances. Features like app control, pre-programmed settings, and voice activation are enhancing user experience and catering to busy lifestyles.

Health-Conscious Cooking Influences Toaster Design

Consumers' growing focus on health-conscious cooking is influencing toaster design, leading to innovations like non-stick coatings, oil-free cooking options, and multi-functional appliances. These developments cater to the demand for healthier meal preparation and align with trends in multifunctional kitchen appliances.

Top Toaster Manufacturers Shape Market Dynamics

The Global Toaster Market is highly competitive, with several key players driving innovation, product diversification, and regional expansion. Leading manufacturers such as Breville, Cuisinart, Philips, Black+Decker, and Panasonic collectively account for a significant share of the market, emphasizing high-performance and energy-efficient toasters. Breville, for instance, launched its Smart Toasting Series in 2023, which contributed to a 12% year-on-year increase in sales in North America alone.

Other manufacturers are focusing on regional penetration and smart toaster technologies, integrating features like Bluetooth connectivity, preset toasting modes, and automatic browning sensors. In Europe, Philips and Cuisinart dominate the premium segment, appealing to consumers with design-focused and durable products. Meanwhile, emerging players in Asia-Pacific are expanding their footprint by offering cost-effective and feature-rich toasters catering to both households and the hospitality sector.

These strategic moves highlight an intensely competitive landscape, where innovation, consumer-centric features, and regional customization are key drivers of toaster market growth.

Key Players in Toaster Market

North America

APW Wyott

Hatco

Star Manufacturing

Waring Commercial (Toastermaster)

Hamilton Beach

Cuisinart

KitchenAid

Sunbeam Products, Inc

Black+Decker

Whirlpool Manufacturing

Europe

Philips

De'Longhi Appliances

Dualit

Morphy Richards

BELLA HOUSEWARES

Krups

Bosch

Electrolux

Smeg

Tefal

Asia-Pacific

Panasonic

Haier Inc. Corporation

LG Electronics

Samsung Electronics

Moulinex

Taurus

Middle East & Africa

Morphy Richards

Haier Inc. Corporation

South America

Hamilton Beach

Analyst Recommendation: Industry analysts recommend that toaster manufacturers focus on innovation in smart and multifunctional toasters, expand e-commerce distribution, and cater to health-conscious and convenience-driven consumers. Leveraging regional growth opportunities in Asia-Pacific and North America, along with sustainable and energy-efficient designs, will be key to maintaining competitive advantage and driving long-term market growth.

Toaster Market FAQs

Q1: What is the growth rate of the Global Toaster Market?

The Global Toaster Market is witnessing steady growth, driven by rising demand for smart toasters, electric toasters, and multifunctional kitchen appliances.

Q2: Which region dominates the toaster market?

North America and Asia-Pacific lead the market due to high urbanization, disposable incomes, and adoption of smart and energy-efficient toasters.

Q3: Who are the key players in the toaster market?

Leading toaster manufacturers include Breville, Philips, Hamilton Beach, Cuisinart, De'Longhi, and Morphy Richards, focusing on innovation and premium features.

Q4: What are the latest trends in the toaster market?

Rising adoption of smart toasters, health-conscious cooking appliances, and multifunctional kitchen devices is shaping market growth in 2025.

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