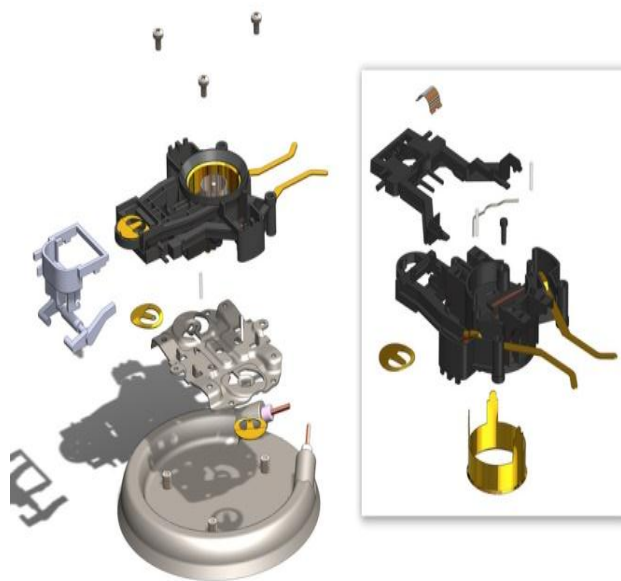


# Global Kettle Safety Controls Market: Size, Trends & Forecasts (2017-2021)

November 2017



# Global Kettle Safety Controls Market

## Scope of the Report

The report entitled “Global Kettle Safety Controls Market: Size, Trends & Forecasts (2017-2021)” provides an in-depth study of the global kettle safety controls market with comprehensive analysis of market sizing & growth and market segment analysis. It provides market by volume, market share by segment on the basis of volume as well as volume and market share by region. A brief analysis of market share by segments has also been provided with forecasted values.

The report encompasses a brief regional analysis of Asia Pacific, China, Americas, Europe and ROW (Africa and CIS) market with forecasted values. Geographically, Asia Pacific is the largest market for kettle safety controls market followed by Americas region.

Furthermore, the report also assesses the key opportunities available in the market and summarizes the dynamic forces that are and will be accountable for growth of the industry. Growth of the global kettle safety controls market has also been forecasted for the period 2017-2021, taking into consideration previous growth outlines, growth drivers and the existing and forthcoming trends.

Strix has continued to be the largest player in the kettle controls market in terms of value as well as volume and is expected to dominate the market in forecasted period also. Majority of the market share has captured by few major players only. Strix alone had accounted for more than half of the market share. A brief company profiling of Strix and, Otter Controls has provided in the report with financial information and business strategies.

# Global Kettle Safety Controls Market

## **Company Coverage**

Strix Group plc

Otter Controls Ltd.

## **Region/Country Coverage**

China

Asia Pacific (Exc. China)

Europe

Americas

ROW

# Global Kettle Safety Controls Market

## Executive Summary

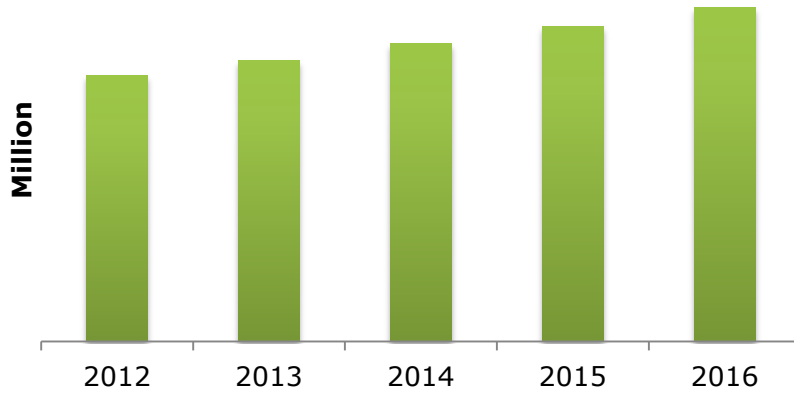
An electric kettle is one of the most advanced home appliances which is present in almost all households. Previously, the main purpose of a kettle was limited to boiling of water only, but after the advent of electric kettle, the use of kettle has been broadened. Along with water boiling, now the kettles have been used in making tea and coffee as well. A wide variety of kettles are available in the market with different features. Major types of kettles available in the market are traditional kettle, electric kettle, cordless kettles and, plastic and metallic kettles.

As the electric and cordless kettles use electricity, so some safety controls have been implemented in these kettles in order to provide safety measures to the end users. Thermostat is one such safety control in electric kettles which is now used in almost all electric kettles. All modern kettles switch themselves off automatically by using thermostats.

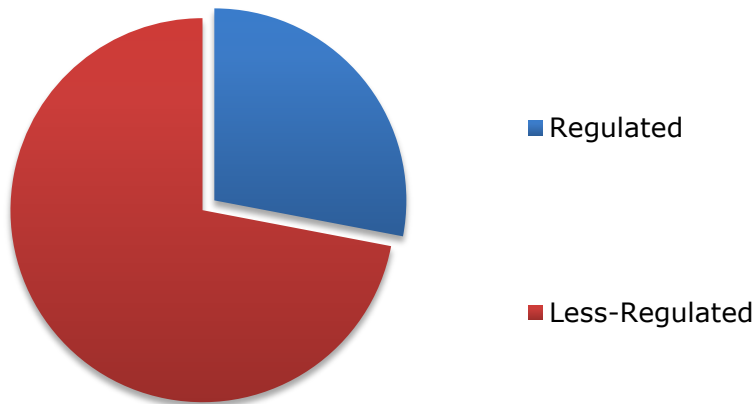
The global kettle safety controls market is rising tremendously with significant growth rates over the last few years and is forecasted to rise further over the forecasted period i.e. 2017 to 2021. Dynamics like rising health benefits of tea, growing electric kettles sales, rising urban population, technological advancements are some of the prominent factors that are expected to propel the growth of the market. Yet the growth of the market is challenged by some factors such as barriers to new entrants, competitive pricing and, health and safety related issues.

# Global Kettle Safety Controls Market Analysis

Global Kettle Safety Controls Market by Volume; 2012-2016 (Million Units)



Global Kettle Safety Controls Market Volume by Segments; 2016



The global kettle safety controls market has shown upward trends over the past few years. Factors contributing in the growth of the market were rising sales of electric kettles, growing urban population, .....etc.

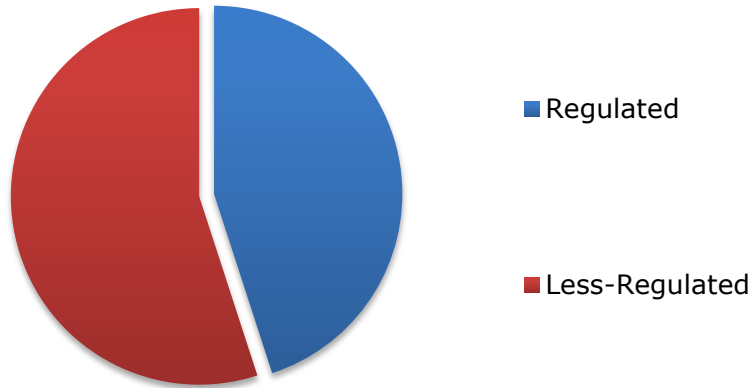
In 2015, the global kettle safety controls market in terms of volume was ..... million which inclined to ..... million units in 2016 with YOY growth rate of .....%. Over the period spanning from 2012 to 2016, global kettle safety controls market grew at a CAGR of .....%.

The Global kettle safety controls market is broadly divided into two segments: Regulated and Less Regulated market.

In 2016, Less Regulated market accounted for .....% share of the total volume of the global kettle safety controls market, with ..... million units out of ..... million units globally. While the Regulated market accounted for only .....% share of the total market and is expected to grow only about .....% in the forecasted period.

# Global Kettle Safety Controls Market Analysis

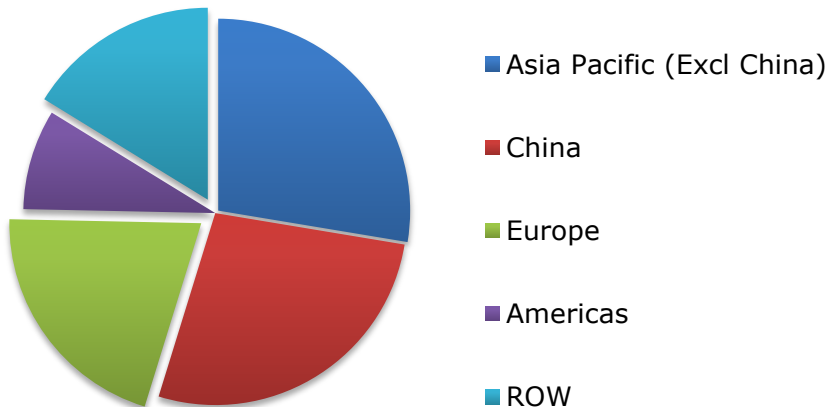
Global Kettle Safety Controls Market Value by Segments; 2016



Less-Regulated markets had majority of market share in terms of value also in the global kettle safety controls market. During the year 2016, less regulated market accounted for .....% share of the total market followed by Regulated market with ....% share.

Because of the higher technical requirements, prices tend to be higher in regulated markets. This is the primary reason for low growth in the regulated markets.

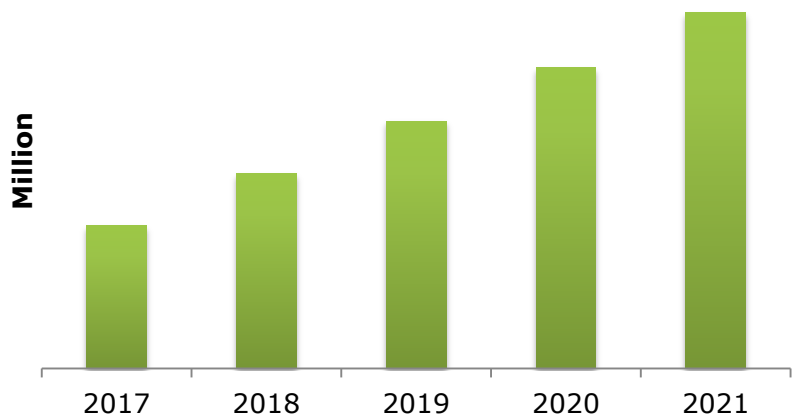
Global Kettle Safety Controls Market by Region; 2016



Asia Pacific (excluding China) accounted for .....% share of the global market. The Chinese market is classified as less regulated, but due to its market size, growth and importance in the controls market, it captured .....% share in the global kettle controls market in 2016.

Europe being the third largest market, accounted for .....% share followed by Americas region with .....% share. ROW which includes Africa and CIS countries had contribution of .....% share in the global market.

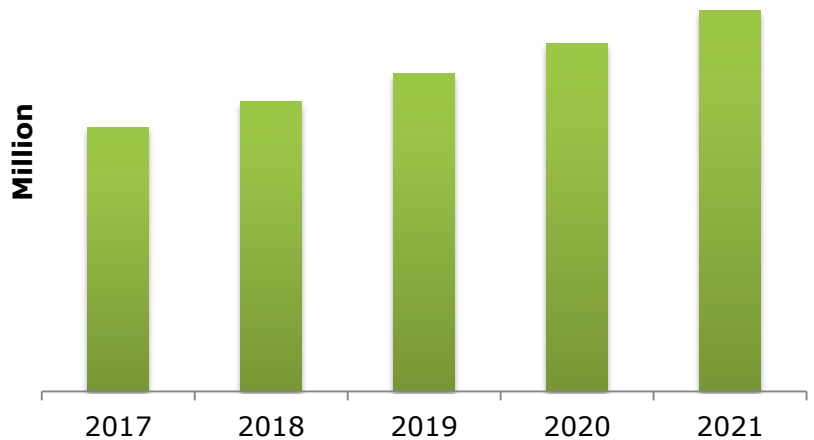
**Global Kettle Safety Controls Regulated Market by Volume; 2017-2021 (Million Units)**



Regulated markets are in general western markets that have high levels of regulatory protection in terms of health and safety standards and intellectual property.

Regulated market is projected to grow over the forecasted period i.e. 2017 to 2021. Kettle safety controls regulated market is expected to reach ..... million units in 2021 with YOY growth rate of .....% over the previous period i.e. 2020. Over the years 2017 to 2021, the market is estimated to grow at a CAGR of .....%.

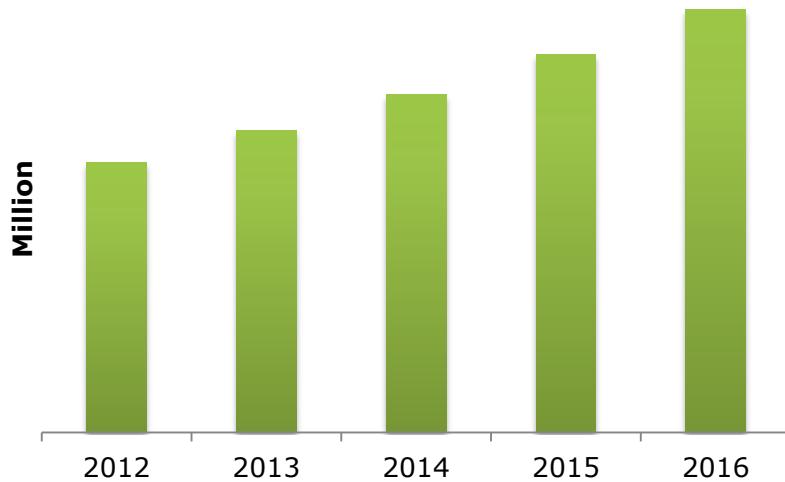
**Global Kettle Safety Controls Less Regulated Market by Volume; 2017-2021 (Million Units)**



The global kettle safety controls less regulated market is expected to grow on the back of .....

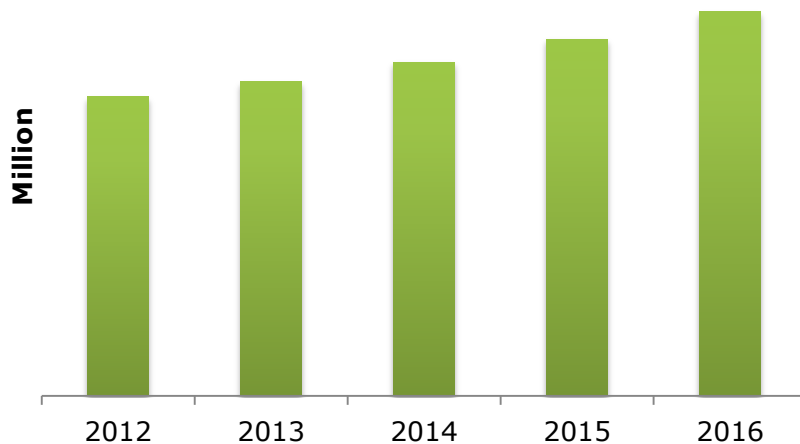
The market in volume terms, is projected to reach ..... million units by 2021 from ..... million units with a compound annual growth rate of .....% over the same years. Rapid growth in .....kettle controls market would be the primary reason for growth in Less Regulated kettle controls market.

### China Kettle Safety Controls Market by Volume; 2012-2016 (Million Units)



Over the past few years, Chinese kettle control market has shown rapid developments. Kettle safety controls market in China during the year 2016 inclined to ..... million units from ..... million units in 2015, with an annual growth rate of approximately .....%. Over the years 2012 to 2016, kettle controls market in China grew at a CAGR of .....%.

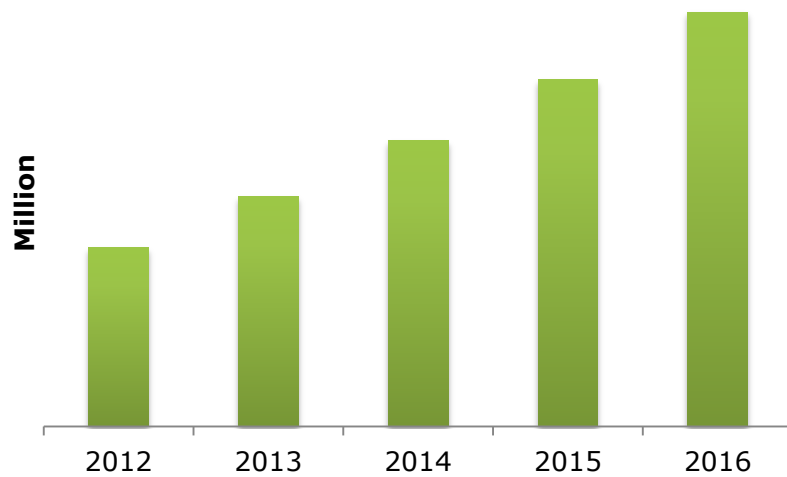
### Asia Pacific Kettle Safety Controls Market by Volume; 2012-2016 (Million Units)



Asia Pacific was the largest market for kettle safety controls during the year 2016 with .....% share. In terms of volume, during the year 2012, the market was ..... million units which inclined to ..... million units in 2016. Major countries of Asia Pacific for kettle controls are Japan, ..... and ..... and, .....



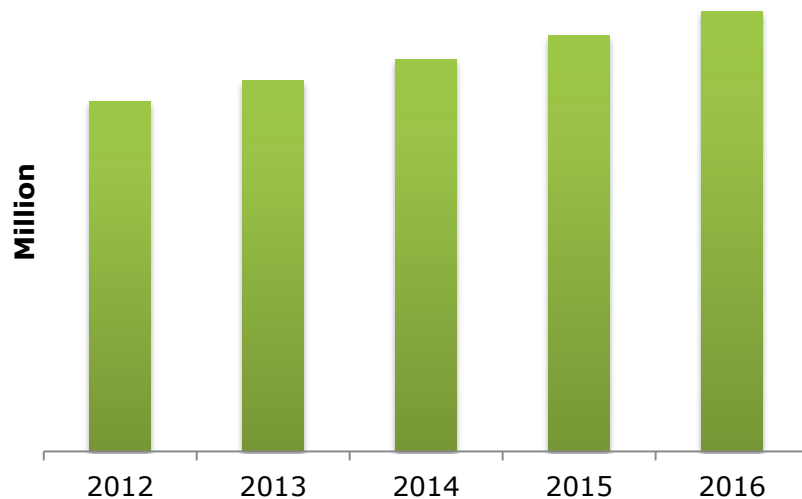
### Europe Kettle Safety Controls Market by Volume; 2012-2016 (Million Units)



Europe is another major market in the global kettle safety controls market with a share of .....%. With an annual growth rate of .....%, the European controls market reached to ..... million units in 2016 from .... million units in 2015.

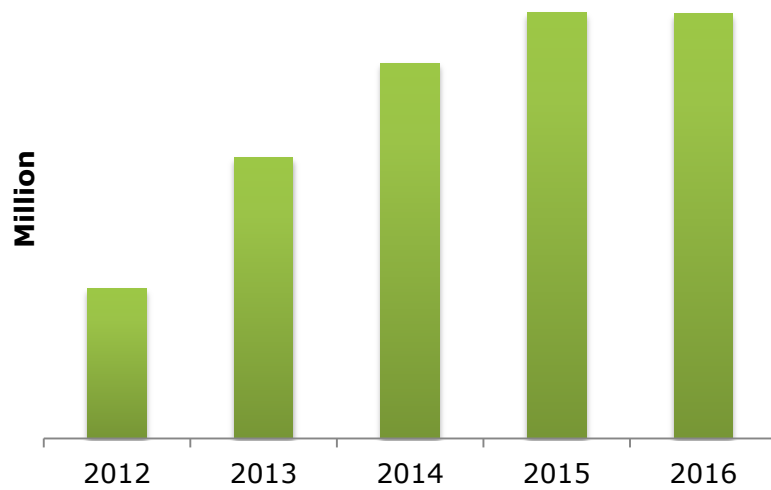
Over the period spinning from 2012 to 2016, the market grew at a CAGR of .....%.

### Americas Kettle Safety Controls Market by Volume; 2012-2016 (Million Units)



Americas kettle safety controls market accounted for .....% share of the global kettle controls market during the year 2016. Of the total ..... million units globally, American market accounted for ..... million units. The US is one of the major market in North America region with .....% penetration rate.

## ROW Kettle Safety Controls Market by Volume; 2012-2016 (Million Units)



ROW kettle safety controls market includes Africa and .....countries. .... is one of the major market for kettle controls under Less Regulated market.

In terms of volume, kettle controls market in Africa was ..... million units in 2016 which is expected to incline to ..... million units in 2017. The market grew at a CAGR of .....% over the period 2012 to 2016.