

CCPC AIR FRYER RESEARCH

July 2026



Coimisiún um
Iomaíocht agus
Cosaint Tomhaltóirí

Competition and
Consumer Protection
Commission



B&A

Key Takeaways

1

Most Irish homes have an air fryer.

73% of households have an air fryer. Ownership is highest among households with children under 18 (80%) and adults aged 35–44 (79%).

2

High ownership, frequent usage.

Air fryers are used regularly by those who own one – 84% of owners use an air fryer at least weekly, including 41% who use it every day.

3

Among owners, cleaning is routine.

7 in 10 say they thoroughly clean their air fryer at least weekly, including 21% saying they clean it daily. Those aged 65+ are most likely to say they never clean it (5%).

Objectives & Methodology

This research was conducted on behalf of the Competition and Consumer Protection Commission (CCPC) to assess the adoption, usage, and maintenance practices relating to air fryers among Irish households.

It explores:

- The prevalence of air fryer ownership in homes across the country;
- The frequency of use among households that own an air fryer;
- The cleaning habits of air fryer owners, specifically regarding the thorough removal of grease and dirt build-up.

- 1,011 interviews conducted using the Telephone July Omnibus survey with fieldwork conducted between 1st and 7th July.
- The data was weighted per CSO estimates.
- The questionnaire was designed by Ipsos B&A and the Competition and Consumer Protection Commission.



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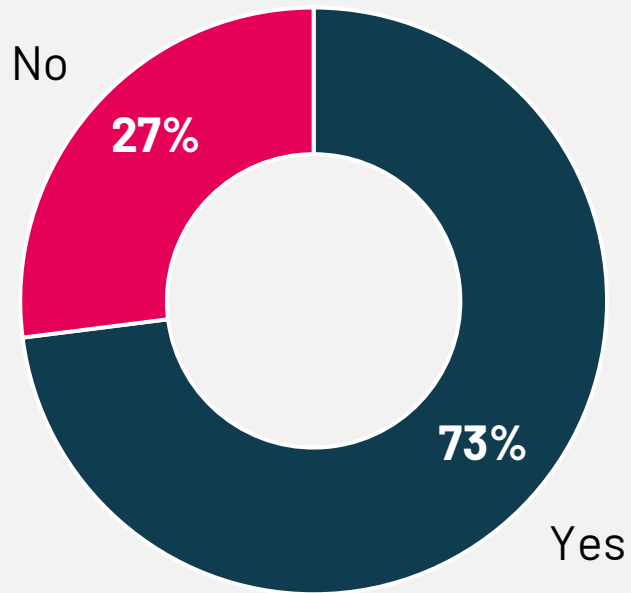
Findings



Presence of Air Fryer in the Home

Around 3 in 4 say they have an air fryer in their home. Residents in the rest of Leinster and those within the 35-44 age cohort are most likely to own one.

Have an Air Fryer in the home
(1,011)



- Respondents aged 35-44 are the most likely to report owning an air fryer (79%). This falls to 63% for those aged 65+.
- Those with children aged under 18 are 10 points more likely to have an air fryer at 80% than those without children (70%).
- Dublin residents are the geographic cohort least likely to own an air fryer (69%), 11 points below those living in the rest of Leinster (80%).
- Marginal differences are observed in a gender context: women (74%) are 3 points more likely than men (71%) to have an air fryer in their home.

Presence of Air Fryer in the Home

Age		
	Yes	No
	%	%
18-24	72	28
25-34	69	31
35-44	79	21
45-54	77	23
55-64	78	22
65+	63	37

Location		
	Yes	No
	%	%
Dublin	69	31
RoL	80	20
Munster	70	30
Conn/ Ulster	74	26

Children in Household		
	Yes	No
	%	%
Any Under 18	80	20
None Under 18	70	30

Q.1 Do you have an air fryer in your home?
Base: All respondents: 1,011



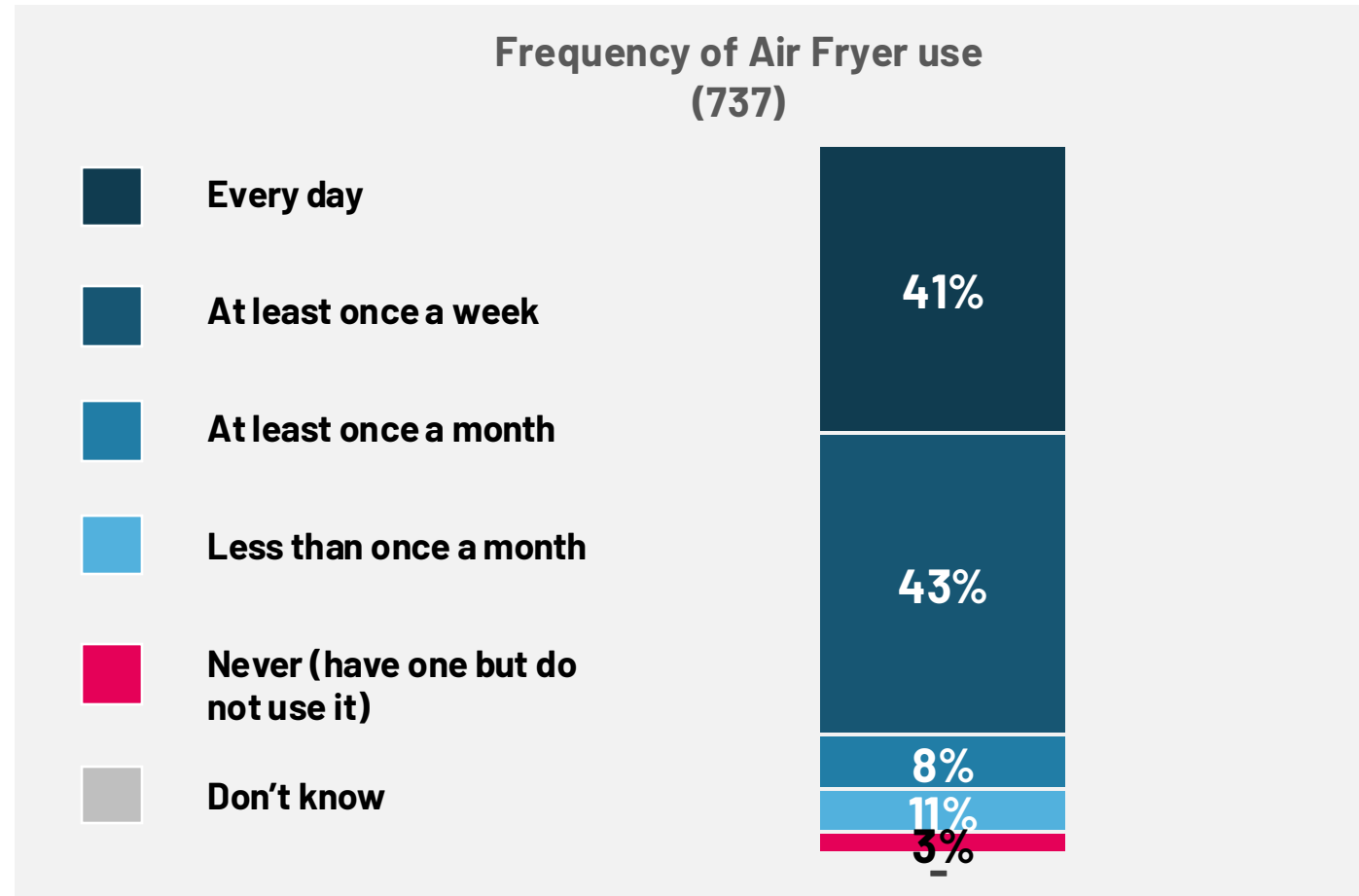
Statistically significantly lower than total



Statistically significantly higher than total

Frequency of Use

Those who own an air fryer use it regularly – 4 out of 5 report at least weekly usage, including 2 in 5 saying they use it daily.



Q.2 How often is this air fryer used?

Base: All who own an air fryer: 737

- Half of those with children under 18 use their air fryer daily compared to 36% of those without children.
- Despite being one of the least likely age groups to have an air fryer in the home (69%), those aged 25-34 are the most likely to use their air fryer daily (50%).
- Those aged 65+ are the least likely to use their air fryer daily (24%), but most likely to use it at least once a week (54%)
- Men and women report equal usage on a weekly basis (43%).
- Highest rates of non-usage are seen amongst women, ages 35-44, those aged 65+, and rest of Leinster residents (all 4%).

Frequency of Use x Age

Age					
	Every day	At least once a week	At least once a month	Less than once a month	Never
	%	%	%	%	%
18-24	47	43	5	4	2
25-34	50	35	8	6	1
35-44	40	43	6	7	4
45-54	46	44	6	2	3
55-64	41	38	10	8	3
65+	24	54	10	9	4

Q.2 How often is this air fryer used?
 Base: All who own an air fryer: 737

Statistically significantly lower than total

Statistically significantly higher than total



Frequency of Use x Children in Household

Children in Household					
	Every day	At least once a week	At least once a month	Less than once a month	Never
	%	%	%	%	%
Any Under 18	51	38	5	4	3
None Under 18	36	45	9	7	3

Q.2 How often is this air fryer used?
Base: All who own an air fryer: 737



Statistically significantly lower than total



Statistically significantly higher than total



Frequency of Use x Location

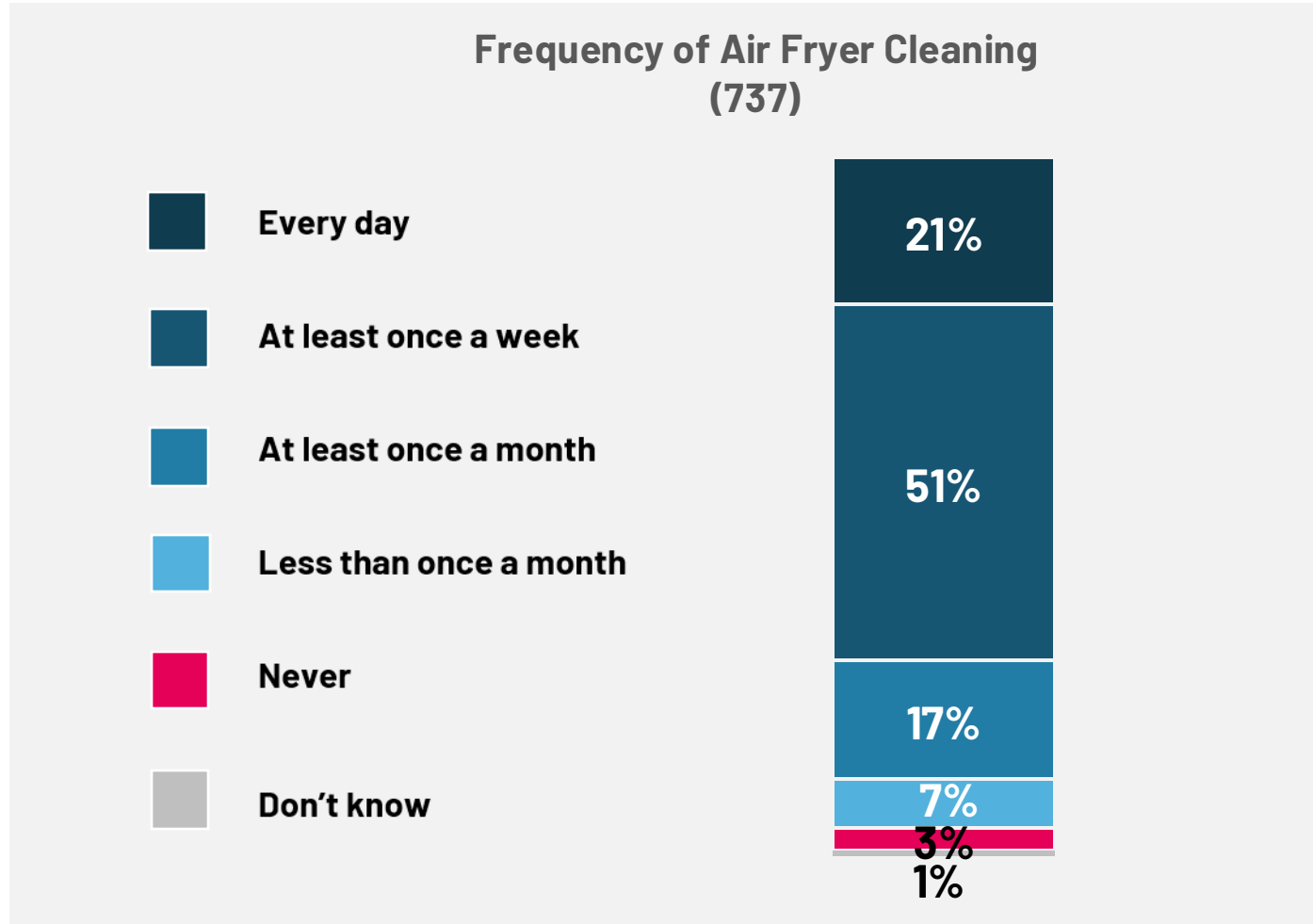
Location					
	Every day	At least once a week	At least once a month	Less than once a month	Never
	%	%	%	%	%
Dublin	38	46	6	9	1
RoL	43	40	9	5	4
Munster	40	44	7	7	3
Conn/Ulster	43	43	8	3	3

Q.2 How often is this air fryer used?

Base: All who own an air fryer: 737

Frequency of Thorough Cleaning

7 in 10 say they thoroughly clean their air fryers at least once a week, including 2 in 10 saying they clean it daily.



- Women are ten points more likely to report cleaning their air fryer at least once a week (but not daily) than men (56% vs 46%).
- 27% of parents with children under 18 say they clean their air fryers daily compared to 18% of those without children.
- Over 65s are the age cohort most likely to say they never clean it (5%).
- Among those who use their air fryer less than once a week, 17% say they have never cleaned it, driven by those who do not use theirs.
- 9 out of 10 of those who report using their air fryer every day, say cleaning it at least once a week, including 4 out of 10 who say cleaning it daily.

Q.3 How often is this air fryer thoroughly cleaned to remove any grease or dirt build up?

Base: All who own an air fryer: 737

Frequency Cleaned x Frequency of Use

		Frequency of Use		
		Every day	At least once a week	Less often
		%	%	%
Frequency of Thorough Cleaning	Every day	44	6	3
	At least once a week	47	73	3
	At least once a month	7	16	44
	Less than once a month	2	2	31
	Never	*	1	17
	Don't know	-	2	1

Q.3 How often is this air fryer thoroughly cleaned to remove any grease or dirt build up?
 Base: All who own an air fryer: 737

Statistically significantly lower than total

Statistically significantly higher than total

Frequency Cleaned x Frequency of Use

		Frequency of use	
		At least once a month	Less than once a month
Frequency of thorough cleaning		%	%
	Every day	23	4
	At least once a week	56	2
	At least once a month	18	10
	Less than once a month	3	50
	Never	*	32
	Don't know	1	2

Q.3 How often is this air fryer thoroughly cleaned to remove any grease or dirt build up?
 Base: All who own an air fryer: 737

Statistically significantly lower than total

Statistically significantly higher than total

Frequency Cleaned x Age

Age						
	Every day	At least once a week	At least once a month	Less than once a month	Never	Don't know
	%	%	%	%	%	%
18-24	27	53	12	6	1	1
25-34	17	50	24	6	3	-
35-44	21	48	15	10	3	3
45-54	26	55	12	5	3	-
55-64	24	51	16	6	4	1
65+	14	49	22	8	5	1

Q.3 How often is this air fryer thoroughly cleaned to remove any grease or dirt build up?

Base: All who own an air fryer: 737



Statistically significantly lower than total



Statistically significantly higher than total

Frequency Cleaned x Children in Household

Children in Household						
	Every day	At least once a week	At least once a month	Less than once a month	Never	Don't know
	%	%	%	%	%	%
Any Under 18	27	51	14	5	2	1
None Under 18	18	51	18	8	4	1

Q.3 How often is this air fryer thoroughly cleaned to remove any grease or dirt build up?
 Base: All who own an air fryer: 737

Statistically significantly lower than total

Statistically significantly higher than total

Frequency Cleaned x Location

Location						
	Every day	At least once a week	At least once a month	Less than once a month	Never	Don't know
	%	%	%	%	%	%
Dublin	20	51	19	9	1	1
RoL	21	52	16	6	5	*
Munster	22	51	15	8	3	1
Conn/Ulster	21	51	17	4	5	2

Q.3 How often is this air fryer thoroughly cleaned to remove any grease or dirt build up?
 Base: All who own an air fryer: 737



Statistically significantly lower than total



Statistically significantly higher than total

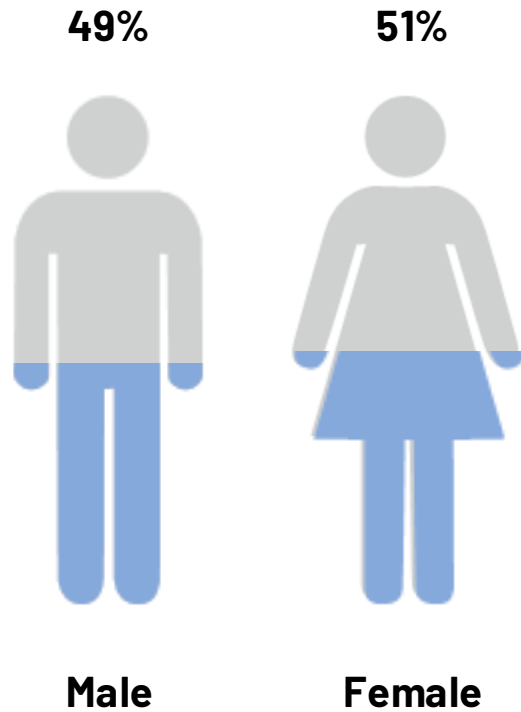
Sample Profile



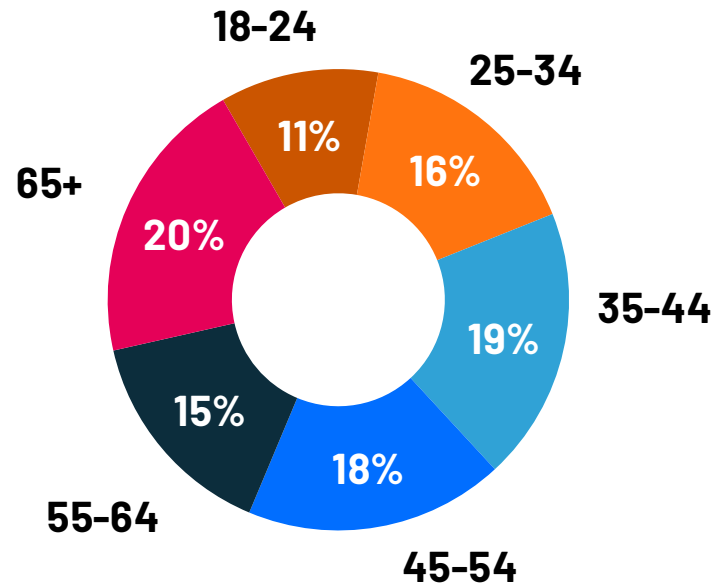
Sample Profile

- Demographics

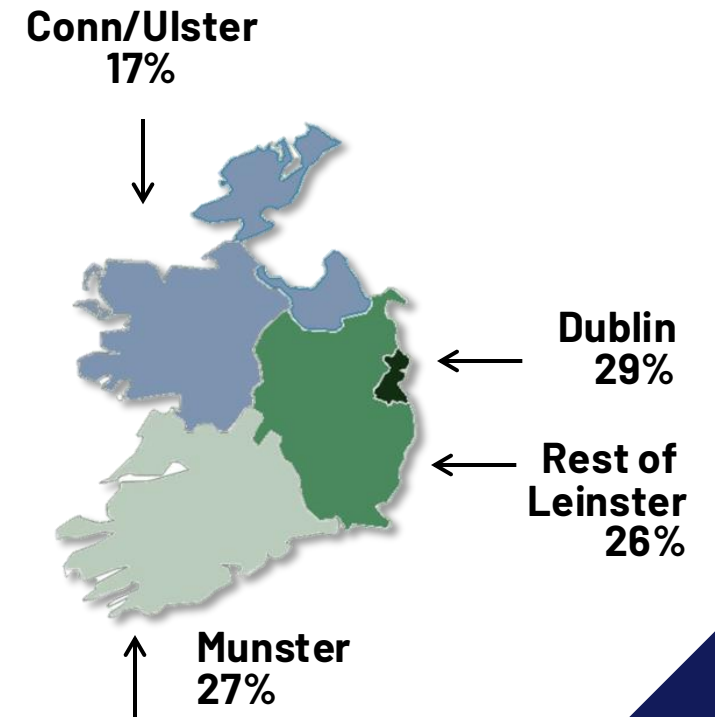
Gender



Age



Region



Base: All Respondents: 1,011

THANK YOU



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Contact: communications@ccpc.ie



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