

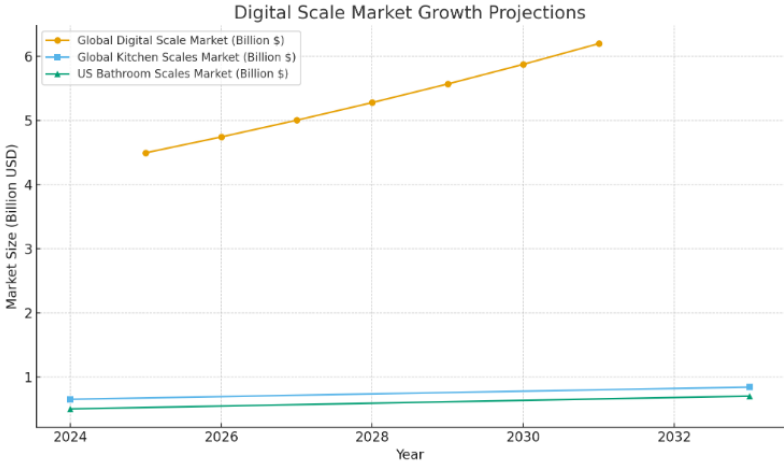
DIGITAL SCALE MARKET ANALYSIS & GROWTH

Digital Scale Market Analysis – 2025 Outlook and Strategic Implications

The global digital scale market is poised for substantial growth, with projections indicating a market size reaching **\$6.2 billion by 2031**, growing at a **Compound Annual Growth Rate (CAGR) of 5.5%** during the forecast period from 2025 to 2031. This growth is driven by increasing consumer demand for precision in weight measurement, the integration of smart technologies, and the rising awareness of health and wellness.

In particular, the **kitchen scales** segment is experiencing notable expansion. The global kitchen scales market size was valued at **\$.65 billion in 2024** and is projected to reach **\$.84 billion by 2033**, registering a **CAGR of 3.0%** during this forecast period. This growth is attributed to the increasing emphasis on healthy eating habits, portion control, and the rising popularity of at home cooking.

Similarly, the **digital body weight bathroom scales** market in the United States was valued at **\$.50 billion in 2024** and is projected to reach **\$.70 billion by 2033**, growing at a **CAGR of 4.5%** from 2026 to 2033. The surge in health consciousness and the adoption of fitness tracking technologies contribute to this upward trend.



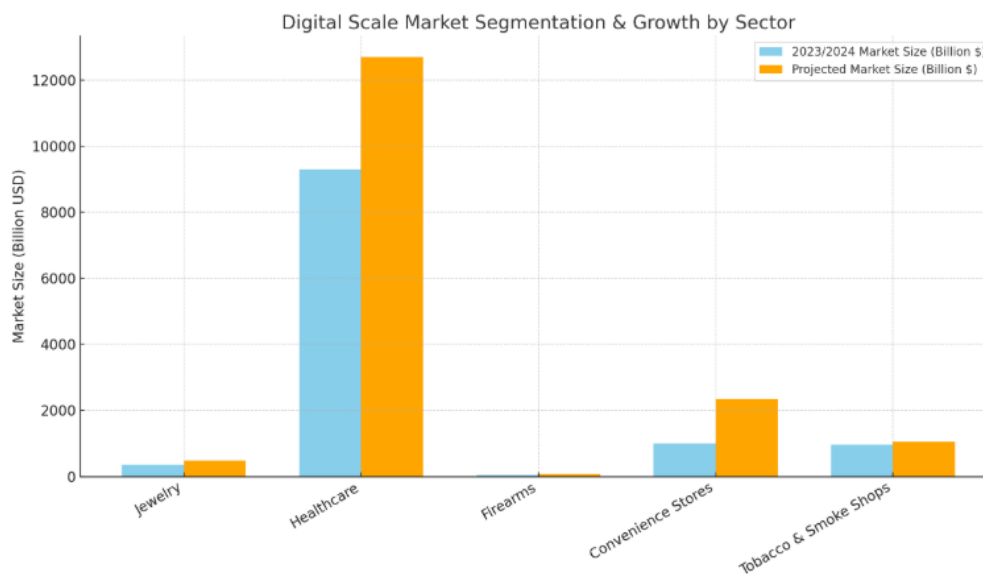
AWS, a leading brand under Sahni Enterprises, is strategically positioned to capitalize on these market trends. With a commitment to innovation, AWS continually invests in research and development to introduce advanced features such as smart connectivity, enhanced sensor accuracy, and user-friendly designs. This proactive approach ensures that AWS remains at the forefront of the digital scale industry, catering to both consumer and commercial needs.

Growing Focus on Precision and Connectivity to Drive the Market

The global market for precision and connected weighing solutions is expanding rapidly, with businesses seeking smart digital scales for enhanced operations. According to the International Trade Centre, the adoption of IoT-enabled weighing devices is expected to increase significantly by 2030. The expanding adoption of advanced weighing technologies and government incentives for smart manufacturing have enabled digital scales to gain traction in both developed and developing regions. Portable scales ensure better accuracy, connectivity, and cost-effectiveness, addressing the growing demand for connected weighing solutions.

Digital Scale Market Segmentation with Market Size

The global digital scale market is multifaceted and continues to expand across a range of verticals, driven by innovation, evolving consumer behavior, and sector-specific demand. A granular understanding of market segmentation provides strategic insight into growth opportunities, customer targeting, and product positioning.



1. Jewelry Market

- **Market Size:** The global jewelry market was **\$353 billion in 2023**, and is projected to reach **\$482 billion by 2030**, growing at a **4.7% CAGR** (Grand View Research, Greenwich Capital Group).
- **Use Case:** Precision pocket and milligram scales for weighing gold, gemstones, and precious metals.
- **Customer:** Jewelers, pawn shops, gold buyers, collectors, and hobbyists.

- **Key Drivers:** Demand for accuracy and trade compliance in a growing luxury goods segment.
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2. Healthcare Market

- **Market Size:** The global healthcare market was valued at **\$9.3 trillion in 2022** and is expected to grow to **\$12.7 trillion by 2028** (McKinsey & Company).
 - **Use Case:** Bathroom, kitchen, and milligram scales for patient care, portion control, and lab accuracy.
 - **Customer:** Hospitals, clinics, pharmacies, home health providers, and health-focused consumers.
 - **Key Drivers:** Rising demand for home health management and wellness tools.
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3. Firearms Market

- **Market Size:** The global firearms market was valued at **\$41.4 billion in 2023** and is projected to reach **76.3 billion by 2033**, growing at a **CAGR of 6.30%** (Market.us).
 - **Use Case:** Precision pocket and bench scales for reloading, weighing powder, and ammunition components.
 - **Customer:** Reloading hobbyists, hunters, sport shooters, and shooting ranges.
 - **Key Drivers:** Growing civilian interest in custom reloading and shooting sports.
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4. Convenience Store (C-Store) Market

- **Market Size:** The global convenience store market is valued at approximately **\$1 trillion** and projected to reach **\$2.35 trillion by 2033**. In the U.S., sales reached **\$860 billion in 2023** across more than **152,000 stores**.
 - **Use Case:** Compact pocket and travel scales positioned as high-margin impulse buys near checkout.
 - **Customer:** Chain and independent C-stores, travel plazas, and gas stations.
 - **Key Drivers:** High-volume foot traffic and impulse purchase potential.
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5. Tobacco & Smoke Shops

- **Market Size:** The global tobacco market was **\$965 billion in 2024**, projected to grow to **\$1.05 trillion by 2030** at a **2.5% CAGR**. The U.S. tobacco stores segment reached **\$10**

billion for cigars alone in 2020, with smoke shops projected to grow at **4.55% CAGR** through 2029.

- **Use Case:** Pocket and milligram scales for measuring loose tobacco, herbs, and related products.
 - **Customer:** Smoke shops, vape shops, specialty tobacconists.
 - **Key Drivers:** Niche demand for accuracy, portion control, and hobby use.
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Cross-Segment Opportunity:

- The **global electronic weighing scale market** was **\$4.7 billion in 2023**, projected to reach **\$7.8 billion by 2033** (5.2% CAGR), driven by demand across all these verticals.
- **AWS Advantage:** Omnichannel reach, trusted reputation, and ready-to-ship inventory enable AWS to capture share in multiple high-growth, high-margin segments.

By segmenting its consumer offerings across these high-growth categories, **Sahni Enterprises ensure that AWS remains agile and responsive to evolving market needs**. Each product line is backed by ongoing **R&D investment, market analysis**, and a commitment to delivering **accuracy, usability, and design-forward innovation** to both individual consumers and business partners worldwide.

Target Market / Market Trends – 2025

Historically, **Sahni Enterprises, Inc.** has served as a trusted manufacturer and wholesale distributor of **precision weighing instruments, counterculture novelty goods, and non-perishable consumer products**, with a strong foothold in the **B2B** space. Through its core subsidiaries—**American Weigh Wholesale, LLC** and **#1 Wholesale, LLC**—the company has established a robust supply network serving **national distributors, convenience stores, smoke shops, gift shops, and independent retailers** across North America and select international markets.

As of 2025, approximately **20%–30% of Sahni Enterprises' total sales** are generated through wholesale and distribution channels, with the remaining share attributed to retail partnerships and **D2C sales**. While the company continues to strengthen its B2B presence, **emerging market research and evolving consumer purchasing behaviors** have prompted a strategic realignment to more directly engage the **business-to-consumer B2C** segment.

This shift is particularly significant for the company's flagship brand, **AWS** - a category leader in **pocket, kitchen, and bathroom digital scales**. AWS's target market now extends beyond traditional wholesale buyers to include:

- **Health-conscious consumers and home chefs** - seeking accurate and reliable kitchen scales for meal prep, portion control, and cooking precision.
- **Fitness and wellness enthusiasts** - who use bathroom and BMI scales to support weight management and lifestyle goals.
- **Collectors, hobbyists, jewelers, and field professionals** - requiring compact, high-accuracy pocket scales for mobile measurement and personal use.
- **Specialty retailers and counterculture storefronts** - including convenience stores, smoke shops, and novelty gift shops - who seek fast-moving, trend-aligned weighing solutions in compact and accessible packaging.
- **Online shoppers** across major marketplaces (Amazon, Walmart, Wayfair, Target, HomeDepot.com, etc.) and AWS's proprietary digital storefronts.

To support this multi-channel strategy, **Sahni Enterprises has launched four dedicated e-commerce platforms**, giving customers **24/7 access to a curated selection of products**. These websites are designed not only to **streamline the sales funnel and improve order efficiency**, but also to reduce operational overhead and **expand the reach of AWS to global end-users**.

With this hybrid B2B/B2C approach, Sahni Enterprises is strategically positioned to serve both institutional buyers and retail customers alike—**delivering value, reliability, and innovation across every touchpoint in the digital scale market**.