

Small Kitchen Appliances - US - December 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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“The small kitchen appliance market has performed fairly well from 2009 to 2014, with interest in at-home cooking, healthy living trends, and breakout appliances driving growth. Appealing to Millennials, Hispanics, and families will be vital to the market. Online retailing will continue to transform how SKAs are bought and sold, while smart appliances stand out as a key area of innovation.”
– John Owen, Senior Household Analyst

This report looks at the following areas:

- For 25-34-year-olds, what drives purchase and what features are valued?
- How can SKA retailers maximize their appeal to aging Boomers?
- How is online researching and retailing changing the SKA market?
- How can suppliers and retailers best appeal to young Hispanics?

The small kitchen appliance market has seen fairly strong growth from 2009 to 2014, driven by increases in at-home cooking, healthful living trends, and breakout products such as single-serve coffeemakers. Although replacement motivates many sales, interest in new features, new foods, entertaining, and connecting with family offer suppliers and retailers multiple in-roads to build future growth. This report explores strategies to maximize sales online and in-store, to attract key consumer groups and to take advantage of innovations in the marketplace.

This report builds on the analysis presented in Mintel's *Small Kitchen Appliances – US, December 2013*, as well as the *December 2011*, *January 2010*, and *October 2008* reports of the same title.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Jarden

NACCO/Hamilton Beach

National Presto

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Keurig 2.0 System serves both single-cups and a four-cup carafe

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