

Small Kitchen Appliances - UK - December 2009

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What is this report about?

The small kitchen appliances market has weathered the recession better than many other parts of the electrical products sector. In many ways, small kitchen appliances can benefit from recession as consumers cut back on visits to the coffee shop and restaurants and spend more time at home. Interest in home food and drink preparation was already on an upward trend and this interest has been given added urgency by the difficult economic conditions of the last year.

On the other hand, the market is adversely affected by the slowdown in the housing market and by the persistent erosion of prices that is a feature of this market. Increased competition from supermarkets as they seek to develop their non-food sales has also been seen over recent years. This report analyses the recent changes in order to offer insight into the marketing strategies that will allow manufacturers and retailers to maximise returns in the current challenging environment.

What have we found out?

- Too many small kitchen appliances quickly lose their novelty appeal and end up at the back of a cupboard. Manufacturers need to remind the two-fifths of adults with appliances that they no longer use of their products' benefits and inspire them with new ideas for using them.
- Consumers are becoming disillusioned with the short life span of many modern small appliances and four in ten (14 million) are prepared to pay more for quality that lasts to save themselves money in the longer term and benefit the environment.
- The big brands need to give consumers more reasons to choose their products over retailer own brands. Only one in four (9 million) prefer well-known brands compared with three in ten (10 million) that think retailer own brands are just as good.
- Space is an issue for a quarter of older consumers (55-64-year-olds) who are likely to have accumulated more appliances over the years. New product development needs to focus on compact products that have combined functions for consumers with limited space.
- Over a third of adults (13 million) think the style/look of an appliance is important. Affluent 25-34-year-olds are the key group to target with stylish designs.
- The internet is now a major vehicle for comparing small kitchen appliances. More than one in four (9 million) compare products and prices then buy on the internet. The same proportion browse online then buy in a store.

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