

Small Kitchen Appliances - UK - December 2011

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"There has been a proliferation of choice in small kitchen appliances and innovation has touched almost every aspect of product styling and design. Today's consumers are met with a range of choices that span rock bottom value products right through to high-tech luxury items. Products are available that create the ultimate convenience and there are gadgets to suit most types of cook. Style and colour have entered the market, creating a splash of options that turn the appliances into the ultimate cool accessory for the kitchen. Arguably appliances can help put their owners on the map, helping build image as a cook, connoisseur or foodie."

– Jane Westgarth, Senior Household Goods Analyst

In this report we answer the key questions:

- How has innovation helped to boost demand for small kitchen appliances?
- Which small kitchen appliances are most and least used by consumers?
- What are the key factors influencing consumer choices?
- How much does cooking style influence demand?
- How much online shopping is there for small cooking appliances?

Definition

Small kitchen appliances includes the following:

- toasters
- sandwich makers
- deep fat fryers
- bread makers
- table-top/health grills including raclettes, barbecue-style grills, crêpe makers, etc
- slow cookers
- electric steamers/rice cookers
- other electric table-top devices such as electric woks, plate warmers, mini-ovens, soup makers, jam makers, ice cream makers, etc
- food preparation equipment
- kettles
- hot beverage makers
- electrical kitchen gadgets – juicers, electric can openers, carving knives, etc.
- It excludes food service equipment.

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