

Ovens and Microwaves - UK - November 2011

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"Consumers have a wider choice than ever before of cookers. Modular built-in separates have been developed which allow consumers to select the appliances and functionality they want and create a 'bank' of appliances. Features such as built-in microwaves that match the other ovens, 'domino' hobs which can be mixed and matched and co-ordinating coffee makers that can also be built in create the ultimate in functionality and style.

Yet, the economic squeeze has made consumers increasingly thrifty and they will hang back to get the deal they want and shop around to stretch their budgets even further. So they want it all, the ultimate cooker for their needs at the best possible price, making it tougher than ever for brands and retailers to generate adequate profits."

– Neil Mason, Head of Retail Research

In this report we answer the key questions:

- How much is the internet influencing shopping behaviour for cookers?
- What are the latest trends in cookers?
- Is sustainability influencing demand?
- Is the slowdown in the housing market affecting demand?
- What role do style and colour play in shaping decisions to buy?

Definition

This report examines the UK retail market for gas and electric cookers, ovens and hobs, including freestanding and built-in appliances. Range-style cookers are included in this report. These are conventional freestanding cookers with range styling and some range features. Gas, electricity or a combination of the two, with the appearance and some of the functions of a true range, may fuel such cookers.

Excluded

- Foodservice equipment
- Contract sales of cooking appliances
- Second hand appliances
- Rental sector
- Cookers powered by alternative fuels such as oil, coal
- Cooker hoods.

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