

Small Kitchen Appliances - UK - December 2012

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“The ongoing gloom that has surrounded consumer finances is still creating a challenging environment for small kitchen appliances, even though value sales have benefited from the fact that within this category consumers are investing more in quality and what they perceive as value. Volume sales are still sluggish, and those categories which are associated with being gadgety or simply superfluous are declining in both volume and value, now that consumers are less prepared to spend money on products that they think will only serve a short lifespan in their kitchens.”

– Neil Mason, Head of Retail Research

In this report we answer the key questions:

- What is the importance of fashion trends?
- How important is multichannel retailing?
- Pricing itself out of the market?
- Are energy efficiency and eco concern driving new product development?

This report examines the UK retail market for small kitchen appliances, including;

- 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 – including food processors, handheld blenders, liquidisers, fixed stand food mixers, handheld food mixers and mini blenders/choppers
- kettles – cordless or corded models, jug/coffee pot and traditional style and travel kettles
- hot beverage makers – filter coffee machines, espresso/cappuccino makers, combination filter/espresso/cappuccino machines, coffee percolators and electric tea makers
- electrical kitchen gadgets – juicers, electric can openers, carving knives, etc.

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