

Table and Cookware - UK - November 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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"Tableware and cookware purchases are dominated by high volume, low-priced goods which are widely available from retailers including IKEA and supermarkets as well as general retailers such as Argos, Wilko, the Range and value stores. There is a wide choice of low-ticket goods with style and quality and their broad availability makes them convenient to pick up." -
Jane Westgarth, Senior Market Analyst

This report looks at the following areas:

- What is the role of mixing and matching in tablewares?
- Are people more savvy about quality?
- The market is dominated by low-priced mass market retailers, so how can retailers add value?

The popularity of TV cookery shows has elevated the image of home cooking from a chore to a pleasurable pastime, especially at weekends. People want to be more creative in the kitchen and aspire to present restaurant quality meals for their friends and families. So they are on the lookout for cookware and bakeware that can help them achieve the results they want. The affordable nature of many items of cookware means that the products are within reach of most people and buying a new cake tin or baking tray for a specific dish does not seem overly extravagant. Mintel's *Consumer Attitudes Towards Cooking in the Home – UK, December 2013* report, finds that 22% of people agree that watching TV food shows such as Master Chef and the Great British Bake Off inspires them to cook.

And people understand that presentation of the dinner table also affects their enjoyment of the food and enhances the sense of occasion. So we are seeing those people who are using a dining table being more creative in their choice of tablewares, mixing and matching from different sets to create the look they want. Countering this trend we believe that in many homes meal times have become fragmented, with families eating at times to suit the individual or in front of the TV. This is precipitated by busy lifestyles as well as personal circumstances.

Where once the kitchen was the domain of the housewife things have changed. 'Man cooking' has become more fashionable, helped by role models from celebrity chefs to contestants on TV cooking shows. Today's men are becoming more engaged in creating main meals and with baking.

This report examines the markets for cookware, bakeware and tableware and looks at the factors that are influencing consumer spending.

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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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The facts

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Supermarket shoppers most likely to be replacing

Specialist shoppers creative in the kitchen

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