

Ranges, Ovens, Cooktops and Microwaves - US - October 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Continued modest improvement in the overall economy and in the real estate and home renovation markets has helped to reinvigorate sales growth in the market for major cooking appliances. Marketers looking to accelerate growth need to focus on both functional features and styling.”
– John Owen, Senior Household Analyst

This report looks at the following areas:

- Healthy start for aging Boomers
- The next generation of appliance shoppers
- Reimagining the microwave

Continued improvement in the overall economy and in the real estate and home renovation markets has helped to reinvigorate sales growth in the nearly \$8 billion market for major cooking appliances. Improving economic conditions are also expected to propel further market growth in coming years. In addition, manufacturers and retailers can accelerate sales and share growth by designing and marketing appliances to fit with an increasingly diverse array of lifestyle and life-stage needs. Growing interest in healthy eating and fresh foods, the desire for culinary exploration, and the ever-more-pressing need for simplicity and speed can all factor into purchase decisions for ranges, ovens, cooktops, and microwaves.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Ranges, Ovens, Cooktops and Microwaves - US - October 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Scope and Themes

Executive Summary

Issues and Insights

Trend Application

Market Size and Forecast

Market Drivers

Segment Performance

Leading Companies

Innovations and Innovators

Marketing Strategies

Ownership and Acquisition

Reasons for Most Recent Purchases

Interest in Oven or Range Features

Attitudes toward Cooking and Cooking Appliances

Interest in Microwave Features

Attitudes and Behaviors Concerning Microwaves

Race and Hispanic origin

Custom Consumer Groups

Appendix – Other Useful Consumer Tables

Appendix – Trade Association

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com