

## Cookware - US - July 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.



“The cookware market has continued to grow modestly due to consumers’ continued need for cookware and bakeware to facilitate meal preparation tasks. Accelerated category growth can be achieved by focusing on the emotional benefits of cooking as well as positioning cookware ownership as a means to enhance one’s skill and confidence in the kitchen.”

- Gabriela Elani, Home & Personal Care Analyst

### This report looks at the following areas:

- Support consumers in the kitchen
- Engage with Black and Hispanic consumers
- Help older consumers rediscover their enthusiasm for cooking

Cookware sales continue to grow steadily in 2014. While consumers demonstrate enthusiasm for cooking and frequent experimentation with new dishes and recipes, this has not translated to accelerated sales for the category, as most purchases are driven by replacement needs.

To accelerate sales growth cookware companies should continue to align cookware with the emotional benefits that come from cooking at home. Cookware manufacturers and marketers have the opportunity to encourage consumers to upgrade to higher quality cookware or add to their product repertoires as a means to feel more confident in the kitchen as well as improve their cooking skills.

This report builds on the analysis presented in Mintel’s *Cookware – US, July 2013* and previous reports with this same title in August 2011 and September 2009.

BUY THIS  
REPORT NOW

VISIT:  
[store.mintel.com](http://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:  
[oxygen@mintel.com](mailto:oxygen@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

# Cookware - US - July 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

What you need to know

Definition

Data sources

Sales data

Consumer survey data

Abbreviations and terms

Abbreviations

Terms

### Executive Summary

The market

Figure 1: Total US retail sales and fan chart forecast of cookware, at current prices, 2009-19

Market factors

Consumers' economic outlook has improved

Segment performance

Figure 2: Total US retail sales and forecast of cookware, by segment, at current prices, 2011-16

The consumer

Many consumers enthusiastic about cooking, but overall category sales still modest

Figure 3: Attitudes concerning cooking, April 2014

Most consumers own basic cookware items

Figure 4: Cookware ownership, April 2014

Walmart is most common retailer for cookware purchases

Consumers take a practical approach when selecting cookware

Figure 5: Top cookware/bakeware attributes, April 2014

Cooking and cookware provide both functional and emotional benefits

Figure 6: Attitudes concerning cooking and cookware, any agreement, April 2014

What we think

### Issues and Insights

Support consumers in the kitchen

The issues

The implications

Engage with Black and Hispanic consumers

The issues

The implications

Help older consumers rediscover their enthusiasm for cooking

The issues

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://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: [oxygen@mintel.com](mailto:oxygen@mintel.com)

# Cookware - US - July 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.

## The implications

### Trend Application

Trend: Minimize Me

Trend: Factory Fear

Trend: Immaterial World

### Market Size and Forecast

#### Key points

##### Sales and forecast of cookware

Figure 7: Total US retail sales and forecast of cookware, at current prices, 2009-19

Figure 8: Total US retail sales and forecast of cookware, at inflation-adjusted prices, 2009-19

##### Modest growth expected for cookware market

Figure 9: Total US retail sales and fan chart forecast of cookware, at current prices, 2009-19

#### Forecast methodology

### Market Drivers

#### Key points

##### Consumer confidence is growing

Figure 10: University of Michigan's index of consumer sentiment (ICS), 2007-14

##### Median household income continues to decline

Figure 11: Median household income, in inflation-adjusted dollars, 2002-12

##### More consumers undertaking home renovations

Figure 12: NAHB Remodeling Market Index

### Competitive Context

#### Small kitchen appliances top competition for cookware

Figure 13: Sales of cooking appliances, by product type, 2011 and 2013

Figure 14: Sales of food preparation appliances, by product type, 2011 and 2013

### Segment Performance

#### Key points

##### Cookware market is complex

Figure 15: Segment share of total US retail sales of cookware, 2014

##### Nonstick cookware sales increase steadily

Figure 16: Total US retail sales and forecast of nonstick cookware, at current prices, 2009-19

##### Stainless steel cookware poised for rebound

Figure 17: Total US retail sales and forecast of stainless steel cookware, at current prices, 2009-19

##### Anodized aluminum cookware sales fluctuate somewhat

Figure 18: Total US retail sales and forecast of anodized aluminum cookware, at current prices, 2009-14

##### Sales of other cookware highlights consumers' exploration in the kitchen

Figure 19: Total US retail sales and forecast of other cookware, at current prices, 2009-14

#### Interest in baking drives bakeware sales

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://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: [oxygen@mintel.com](mailto:oxygen@mintel.com)

# Cookware - US - July 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.

Figure 20: Total US retail sales and forecast of metal bakeware, at current prices, 2009-14

Cutlery continues to be essential

Figure 21: Total US retail sales and forecast of cutlery, at current prices, 2009-14

## Retail Channels

Key points

Cookware retail landscape is multifaceted

Figure 22: Retail share of total US retail sales of cookware, 2014

Supercenters and warehouse clubs account for largest share of sales

Figure 23: US supercenter and warehouse club sales of cookware, at current prices, 2009-14

Specialty stores are seeing an uptick in sales

Figure 24: US specialty store sales of cookware, at current prices, 2009-14

Department stores fail to compete with other cookware retailers

Figure 25: US department store sales of cookware, at current prices, 2009-14

"Other retailers" segment experiences inconsistent sales

Figure 26: US sales of cookware, through other retail channels, at current prices, 2009-14

## Leading Brands

All-Clad

Figure 27: All-Clad B3 Bonded Aluminum Collection

Calphalon

Figure 28: Calphalon Commercial Hard-Anodized Cookware Set

Cuisinart

Figure 29: Cuisinart Chef's Classic Stainless Color Series

Le Creuset

Figure 30: Le Creuset 6-Piece Signature Set

Lodge Cast Iron

Figure 31: Lodge Deep Skillet

Swiss Diamond

Figure 32: Swiss Diamond Fry Pan

## Innovations and Innovators

IMUSA offers global cookware line

Figure 33: IMUSA Global Cookware Collection

Simplemente Delicioso merges functionality with visual aesthetics

Figure 34: Simplemente Delicioso Cookware

Cuisinart launches a line of lightweight cast iron cookware

Figure 35: Cuisinart CastLite nonstick cast iron cookware

## Marketing Strategies

Overview

All-Clad continues to focus on Chef Ambassador program

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://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: [oxygen@mintel.com](mailto:oxygen@mintel.com)

## Cookware - US - July 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.

Figure 36: All-Clad Chef Ambassador Marc Murphy

Lodge Cast Iron emphasizes simplicity

Figure 37: Lodge Cast Iron Nation Cookbook

Figure 38: How to cook salmon in Lodge Seasoned Steel

Figure 39: Steel is simple – How to clean Lodge Seasoned Steel

### Consumers' Approach to Cooking

Key points

Nearly half of consumers cook from scratch regularly

Figure 40: Scratch cooking frequency, April 2014

Figure 41: Scratch cooking frequency, by gender, April 2014

Figure 42: Scratch cooking frequency, by age, April 2014

Consumers have an enthusiasm for cooking

Figure 43: Attitudes concerning cooking, April 2014

Figure 44: Attitudes concerning scratch cooking, by gender, April 2014

Figure 45: Attitudes concerning scratch cooking, by age, April 2014

### Cookware Ownership

Key points

Eight in 10 consumers own basic cookware

Figure 46: Cookware ownership, April 2014

Older consumers own more types of cookware

Figure 47: Cookware ownership, by age, April 2014

Affluence strongly tied to cookware ownership

Figure 48: Cookware ownership, by household income, April 2014

Enthusiastic Cooks already own a number of cookware items

Figure 49: Cookware ownership, by cooking custom groups, April 2014

### Bakeware and Cutlery Ownership

Key points

Bakeware items enjoy high incidence of household ownership

Figure 50: Bakeware ownership, April 2014

Figure 51: cutlery ownership, April 2014

Younger consumers more prime for bakeware and cutlery acquisition

Figure 52: Bakeware ownership, by age, April 2014

Figure 53: cutlery ownership, by age, April 2014

Ease of baking could help attract Average Cooks and Basic Cooks

Figure 54: Bakeware ownership, by cooking custom groups, April 2014

Figure 55: cutlery ownership, by cooking custom groups, April 2014

### Cookware Retailers

Key points

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://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: [oxygen@mintel.com](mailto:oxygen@mintel.com)

## Cookware - US - July 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.

### Walmart is the preferred retailer for cookware purchases

Figure 56: Retail locations where cookware/bakeware is purchased, April 2014

### Younger consumers frequent retailers that offer lower pricing

Figure 57: Retail locations where cookware/bakeware is purchased, by age, April 2014

### Affluence impacts where consumers shop for cookware

Figure 58: Retail locations where cookware/bakeware is purchased, by household income, April 2014

### Enthusiastic Cooks still shop with budget in mind

Figure 59: Retail locations where cookware/bakeware is purchased, by cooking custom groups, April 2014

## Cookware Attributes

### Key points

#### Consumers take functional approach to choosing cookware and bakeware

Figure 60: Top cookware/bakeware attributes, April 2014

#### Older consumers want ease of cleaning while price matters for younger set

Figure 61: Top cookware/bakeware attributes, by age, April 2014

## Attitudes Concerning Cookware and Cooking

### Key points

#### Cooking and cookware deliver both functional and emotional benefits

Figure 62: Attitudes concerning cooking and cookware, any agree, April 2014

#### Women have stronger attitudes concerning cooking and cookware

Figure 63: Attitudes concerning cooking and cookware, any agree by gender, April 2014

#### Younger consumers get more emotional benefits out of cooking

Figure 64: Attitudes concerning cooking and cookware, any agree by age, April 2014

## Race and Hispanic Origin

### Key points

#### Hispanic and Black families present opportunity for the market

Figure 65: Population, by race and Hispanic Origin, 2009-19

#### Hispanics and Blacks love to cook, but differ in how often they do it

Figure 66: Scratch cooking frequency, by race/Hispanic origin, April 2014

Figure 67: Attitudes concerning scratch cooking, by race/Hispanic origin, April 2014

Figure 68: Frequency of cooking experimentation, by race/Hispanic origin, April 2014

#### Hispanics and Blacks not as likely to own a variety of cookware and bakeware

Figure 69: Cookware ownership, by race/Hispanic origin, April 2014

Figure 70: Bakeware and cutlery ownership, by race/Hispanic origin, April 2014

#### Blacks and Hispanics shop at Walmart due to price

Figure 71: Retail locations where cookware/bakeware is purchased, by race/Hispanic origin, April 2014

Figure 72: Top cookware/bakeware attributes, by race/Hispanic origin, April 2014

#### Cooking and baking is a family activity for Hispanics and Blacks

Figure 73: Attitudes concerning cooking and cookware, any agree by race/Hispanic origin, April 2014

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://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: [oxygen@mintel.com](mailto:oxygen@mintel.com)

## Cookware - US - July 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.

### Appendix – Other Market Tables

#### Segment performance

Figure 74: Total US retail sales of cookware, by segment, at current prices, 2012 and 2014

#### Retail channels

Figure 75: Total US retail sales of cookware, by channel, at current prices, 2011-13

### Appendix – Other Useful Consumer Tables

#### Consumers' approach to cooking

Figure 76: Cooking skill level, by gender, April 2014

Figure 77: Frequency of cooking experimentation, by gender, April 2014

Figure 78: Cooking skill level, by age, April 2014

Figure 79: Frequency of cooking experimentation, by age, April 2014

Figure 80: Scratch cooking frequency, by household income, April 2014

Figure 81: Attitudes concerning scratch cooking, by household income, April 2014

Figure 82: Cooking skill level, by household income, April 2014

Figure 83: Frequency of cooking experimentation, by household income, April 2014

Figure 84: Scratch cooking frequency, by presence of children in household, April 2014

Figure 85: Attitudes concerning scratch cooking, by presence of children in household, April 2014

Figure 86: Cooking skill level, by presence of children in household, April 2014

Figure 87: Frequency of cooking experimentation, by presence of children in household, April 2014

Figure 88: Scratch cooking frequency, by household size, April 2014

Figure 89: Attitudes concerning scratch cooking, by household size, April 2014

Figure 90: Cooking skill level, by household size, April 2014

Figure 91: Frequency of cooking experimentation, by household size, April 2014

#### Cookware ownership

Figure 92: Cookware ownership, by gender, April 2014

Figure 93: Cookware ownership, by household size, April 2014

Figure 94: Cookware ownership, by presence of children in household, April 2014

#### Bakeware and cutlery ownership

Figure 95: Bakeware ownership, by gender, April 2014

Figure 96: cutlery ownership, by gender, April 2014

Figure 97: Bakeware ownership, by household income, April 2014

Figure 98: cutlery ownership, by household income, April 2014

Figure 99: Bakeware ownership, by household size, April 2014

Figure 100: cutlery ownership, by household size, April 2014

Figure 101: Bakeware ownership, by presence of children in household, April 2014

Figure 102: cutlery ownership, by presence of children in household, April 2014

#### Cookware retailers

Figure 103: Retail locations where cookware/bakeware is purchased, by gender, April 2014

Figure 104: Retail locations where cookware/bakeware is purchased, by presence of children in household, April 2014

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://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: [oxygen@mintel.com](mailto:oxygen@mintel.com)

## Cookware - US - July 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.

### Cookware attributes

Figure 105: Top cookware/bakeware attributes, by gender, April 2014

Figure 106: Top cookware/bakeware attributes, by household income, April 2014

Figure 107: Top cookware/bakeware attributes, by cooking custom groups, April 2014

Figure 108: Top cookware/bakeware attributes, by presence of children in household, April 2014

### Attitudes concerning cookware

Figure 109: Attitudes concerning cooking and cookware, April 2014

Figure 110: Attitudes concerning cooking and cookware, any agree by household income, April 2014

Figure 111: Attitudes concerning cooking and cookware, any agree by cooking custom groups, April 2014

Figure 112: Attitudes concerning cooking and cookware, any agree by household size, April 2014

Figure 113: Attitudes concerning cooking and cookware, any agree by presence of children in household, April 2014

### Race and Hispanic origin

Figure 114: Cooking skill level, by race/Hispanic origin, April 2014

### Custom consumer groups

Figure 115: Cooking custom groups, by demographic, April 2014

Figure 116: Cooking custom groups, by gender, April 2014

Figure 117: Cooking custom groups, by age, April 2014

Figure 118: Cooking custom groups, by household income, April 2014

Figure 119: Cooking custom groups, by race/Hispanic origin, April 2014

Figure 120: Cooking custom groups, by household size, April 2014

Figure 121: Cooking custom groups, by presence of children in household, April 2014

## Appendix – Trade Associations

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://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: [oxygen@mintel.com](mailto:oxygen@mintel.com)