

Small Kitchen Appliances - UK - December 2015

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

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“High levels of prime time television exposure for cookery, including The Great British Bake Off, MasterChef and The Hairy Bikers, are creating interest in top of the range food preparation equipment. And healthy eating trends have helped drive demand for blenders, liquidisers and juicers. Product innovation reflects demand for great design and function”

Jane Westgarth, Senior Market Analyst

This report looks at the following areas:

- Is brand a deciding factor for small kitchen appliances?
- How important is speed of use in shaping decisions about what to buy?
- How has the internet changed the way people shop for small kitchen appliances?

What you need to know

Few home markets experience the pace of innovation and new product development that we see for small kitchen appliances. While small kitchen appliances are practical, they are also a way of impressing friends and visitors. They are an accessory in the kitchen that can demonstrate to the rest of the world how much you know about cooking, or making an excellent coffee for example. A current theme is that purchases are being heavily influenced by healthy eating. This has been a factor behind the explosion of purchasing in juicers, blenders and liquidisers in 2014-15. To succeed in the dynamic small kitchen appliances market, manufacturers must have a pipeline of new ideas, combined with inventive marketing themes and stylish design touches.

Products covered in this report

Small kitchen appliances includes the following:

- 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, hand-held blenders, liquidisers, fixed-stand food mixers, hand-held 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.

It excludes food service equipment, microwave ovens and microwave combi-ovens.

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DID YOU KNOW?

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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