

Small Kitchen Appliances - US - December 2015

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

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The small kitchen appliance market has seen solid growth from 2010 to 2015, driven by lifestyle motivations, such as interest in healthier living and at-home cooking, as well as product innovations.

This report looks at the following areas:

- Beverage makers outperform other segments in a stable market
- Replacement most common purchase motivator
- Millennials turn to online, customer reviews before buying

Replacement continues to be the top purchase motivator, but interest in new features, such as technology and design, offer opportunities to grow the nearly \$6.2 billion category. Brands can also market toward young consumers aged 25-34 and Hispanics, who are typically first-time appliance buyers and express interest in higher-end features and specialty appliances.

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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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