

Cookware - US - June 2016

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

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"The cookware market continues to experience slow growth, benefiting from continued consumer interest in cooking or baking at-home and a variety of innovative cookware features that simplify cooking and cleanup."

- Rebecca Cullen, Consumer Research Analyst

This report looks at the following areas:

- Cookware market maintains growth
- Household penetration high, presents market growth challenges
- Functional and convenience features key purchase factors

The cookware market continues to experience slow growth, benefiting from continued consumer interest in cooking or baking at-home and a variety of innovative cookware features that simplify cooking and cleanup. The cookware market is expected to maintain stable growth, facilitated by the growing popularity of cooking subscription services and a newfound enjoyment of cooking. Growth in US demographics, including Millennials and Hispanics, who are engaged in the category, will also help sustain future gains.

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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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