

Small Kitchen Appliances - US - December 2016

Report Price: £3199.84 | \$3995.00 | €3775.81

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"After years of stable gains, small kitchen appliance sales remained relatively flat due in part to the struggling beverage making appliance segment."
- **Rebecca Cullen, Research Analyst**

This report looks at the following areas:

- Small kitchen appliance market experiences flat sales in 2016
- Household penetration of staples is widespread
- Older generations less engaged in category

Going forward, product innovations that focus on design and function, as well as a stabilizing beverage maker segment, may help restore category growth.

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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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