

Small Kitchen Appliances - UK - November 2016

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“Creating healthier foods for wellbeing in a convenient way is the key theme driving demand for blenders, kitchen machines and soup makers. This segment of the market has been strong, taking over from juicers and food processors which had been on trend in the previous couple of years.”

– Jane Westgarth, Senior Market Analyst

This report looks at the following areas:

- As the average size of homes becomes smaller, will this have an impact on market growth for small kitchen appliances?
- Which consumers are interested in buying smart appliances that can connect to the internet?
- Black Friday has become a key promotional event

The market for small kitchen appliances is estimated to grow by 5% in 2016, to £897 million. In the short term the weak pound is likely to create price inflation in the sector, as well as putting a squeeze on personal disposable income. The market is expected to grow by 16.4% over 2016-21 with demand driven by innovation and added styling.

Consumers want to prepare healthier, faster, more convenient food, ranging from fresh fruit drinks to soups and meal solutions. The '5-a-day' message is getting through to people, as well as the message that they can eat well for less money by preparing meals from scratch. Suppliers have risen to the challenge by developing high powered blenders with take-away cups, kitchen machines that can prepare and cook foods in one seamless process and food preparation appliances that take the slog out of preparation, while improving the finished results.

Meanwhile the nation's love of coffee continues to drive demand for coffee makers of all kinds as people seek to replicate café quality at home. While all these factors drive demand, ownership is limited by the space available in people's kitchens, especially as today's new homes are smaller. This creates a niche for compact versions of small kitchen appliances, as well as multi-purpose appliances that can perform more than one function. Appliances with internet connectivity are appearing on the scene offering functionality such as remote operation and downloadable recipes. This emerging functionality is likely to be adopted by consumers, especially if it frees up time and improves the final results.

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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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