

Small Kitchen Appliances - UK - November 2017

Report Price: £1995.00 | \$2648.76 | €2273.70

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“These are challenging times for small kitchen appliance sales as growth-driving trends taper off and space in the kitchen becomes more restricted than ever. Opportunities lie in innovative use of space, growth in men baking and connected devices that help consumers create their own personalised healthy eating plans.”
– Thomas Slide, Retail Analyst

This report looks at the following areas:

- Overcoming 'peak stuff' in the kitchen
- Appealing to the new man in the kitchen
- Smart appliances help create personalised healthy eating lifestyles

The market for small kitchen appliances is set to decline 0.5% in 2017, to £925 million. Inflation on household appliances surged during 2017 with prices up 6.8% in August 2017 compared to a year earlier. This led to purchases being postponed or cancelled with inflation in prices not quite enough to offset declining volume sales.

Rising prices compounded what was already a challenging market as a number of trends that had been growth drivers in previous years continued to taper. Sales of capsule coffee machines have slowed as the market becomes increasingly saturated while a growing number of coffee connoisseurs upgrade to bean-to-cup machines. Meanwhile, with little or no replacement cycle to drive growth in baking, most fans of The Great British Bake Off now appear to have everything they need without having to buy it new.

Restricted space in the kitchen is a significant barrier to purchase so miniaturisation is making purchases possible for those living in smaller homes. Men are becoming increasingly confident in the kitchen, particularly with regards to baking, and could therefore offer a potential avenue for growth. Smart devices are also becoming more prevalent and will appeal to consumers if they help them to create and stick to healthy eating plans that are created specifically to meet their own unique needs and wants.

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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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The implications

Appealing to the new man in the kitchen

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The implications

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