

## Small Kitchen Appliances - US - December 2017

Report Price: £3008.96 | \$3995.00 | €3429.31

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"The small kitchen appliance market has grown from the year prior. Fluctuating sales within the beverage making appliance segment tempered market growth, though there are opportunities to accelerate the market. Leveraging media channels to showcase the newest models or features could help educate consumers on the increased value and convenience these appliances provide."

- **Rebecca Cullen, Household Care Analyst**

This report looks at the following areas:

- Online key in research process, but some adverse to shopping it
- Cost tops the list of single-serve beverage makers pitfalls
- Current usage habits present opportunities to trade up

This Report covers small kitchen appliances, including electrical appliances for cooking, food preparation, and beverage making. For the purpose of this Report, Mintel has segmented the small kitchen appliance market as follows:

- **Small cooking appliances** – products designed for tabletop cooking, heating, or reheating food including toasters/toaster ovens, deep fryers, slow cookers, roaster ovens, tabletop convection ovens, indoor grills, electric griddles and skillets, rice cookers, electric pressure cookers, popcorn makers, treat makers. Microwave ovens are excluded.
- **Food preparation appliances** – appliances used to prepare food prior to cooking or in lieu of cooking including food processors, stand mixers, blenders, choppers, and electric knife sharpeners.
- **Beverage-making appliances** – products used to make beverages including drip coffeemakers, single-serve and espresso coffeemakers, electric kettles, juice extractors, and citrus juicers. Carbonated beverage makers are excluded from the market size but are discussed in The Consumer section. Non-electric coffeemakers, such as stovetop espresso/cappuccino makers are excluded and not covered in The Consumer – What You Need to Know section.

This Report includes sales to consumers for household use and excludes products used in commercial/foodservice settings.

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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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