

## Cookware - US - June 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The cookware category is currently valued at \$4.7 billion in annual sales, and expected to decline over the next five years. Growth is challenged by the high penetration and life span of cookware essentials, as well as continuous innovations from the small kitchen appliance category."

- **Madelyn Franz, Research Analyst**

This report looks at the following areas:

- Young consumers are looking to learn and grow
- Cookware is going digital
- Innovations in product design may encourage category growth

Cookware sales have been slowly declining since 2016, as innovations in small kitchen appliances further hinder sales that are already limited by the high penetration and long life span of products within the category.

However, trends in overall personal wellness and the influence of social media have helped generate interest in cooking and baking at home. This interest can provide cookware brands and retailers with an opportunity to use unique designs and engaging content to reach both new and existing consumers.

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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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