

Tableware and Cookware - UK - March 2021

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This report looks at the following areas:

- The impact of COVID-19 on the tableware and cookware market.
- How this disruption will impact on demand in the short, medium and long term.
- Opportunities for retailers amid this disruption and extended periods inside.
- How spending has fragmented between retailers.
- Opportunities and risks for the market in the coming years.
- The opportunity for fashion-forward tableware.

The profound impact of COVID-19 on the tableware and cookware market over the past year is clear. On the one hand, with the surge in home cooking and baking, 41% of consumers have spent more on cookware as a result of extended periods at home. However, on the other hand, 28% of consumers have delayed potential purchases as a result of the pandemic; 53% have spent less on tableware as a result of fewer events at home.

As such, these new opportunities did not offset this disruption, as spending fell by 1.2% in 2020. Within the market, spending has been fragmented, either forced online, or has been concentrated in the supermarkets, food and non-food discounters, as these remained open. Nonetheless, moving forwards, these conditions could set the market up for a windfall of new and pent-up demand. In fact, the market is set for a bumper year of growth in 2021, before some levels of stability in the years to 2025.

However, this is also set to exacerbate the divide in the market. In fact, the nature of this disruption is set to grow increasingly polarised moving forwards, particularly among less affluent consumers. Accordingly, moving into 2021, demand is set to split between those upscaling purchases as restrictions ease, and those delaying, downscaling or limiting purchases to essentials amid continued financial pressures. This will squeeze those in the middle of the market in the coming year, thereby suppressing potential expenditure as the



“Despite new avenues for growth, spending fell by 1.2%, as this was unable to offset the impact of financial pressures, store closures and the restrictions on socialising in 2020. Moving forwards, the market is set for a windfall of new and pent-up demand as these restrictions ease in 2021; however, the disproportionate impact of uncertainty could see demand grow increasingly polarised.”

– Marco Amasanti, Retail

Analyst

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gulf in demand widens. Retailers will need to be proactive in catering to this lower end, ensuring discounts and promotions, alongside well-established value ranges.

At the other end of this, however, there is an opportunity for an upscaling of demand, as many consumers have managed to save money over the lockdown period as a result of not socialising, travelling, eating out or commuting over the past year. For many, the prioritisation of social events should see the market for tableware and cookware benefit in the 'coming out' celebration period. This could drive sales of premium ranges, brands, and the opportunity for fashion-led 'lifestyle brands' particularly in the tableware sector.

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