

Ovens and Microwaves - UK - November 2012

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“Although tight finances are creating opportunities for own-label manufacturers and retailers to aggressively target the bargain hunter, the era of austerity holds an opportunity for manufacturers to secure a long-term relationship with consumers that delivers on quality, assurance and outstanding customer service.”

– Neil Mason, Head of Retail Research

In this report we answer the key questions:

- Is the internet driving sales or driving down values?
- Can multichannel retailing withstand the threat from pureplayers?
- Are environmental credentials still relevant to today's budget-focussed consumer?
- What impact is the stagnation in the housing market having on sales of ovens?
- Are consumers willing to trade up to new technology in cooking?

The market for ovens and microwaves in the UK is still extremely challenging at present, and a recovery in sales will be closely linked to the performance of the housing market, which unfortunately, looks set to remain precarious for the foreseeable future. The consequent slowdown in house renovation has taken a severe toll on the kitchen specialists, but has however opened up the market to high street and online retailers which are staking their claims on the market. This report examines the efforts and developments made by manufacturers in a bid to add value to their products and encourage consumers to trade up to quality rather than defaulting to the lowest price available.

This report examines the UK retail market for gas and electric cookers, ovens and hobs, including free-standing and built-in appliances and wood burning stoves. Range-style cookers are included in this report. These are conventional free-standing cookers with range styling and some range features. Gas, electricity or a combination of the two, with the appearance and some of the functions of a true range, may fuel such cookers.

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