

Small Kitchen Appliances - US - December 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

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“To succeed in the marketplace, small kitchen appliances must do more than just save time and effort in the kitchen. Opportunities exist for appliance brands to create new experiences and align with consumer lifestyles. Small kitchen appliances can play an integral role in facilitating culinary exploration, enhancing cooking skill, and making healthy diets tastier.”

– John Owen, Senior Household Analyst

This report looks at the following areas:

- Convenience drives appliance sales, but only so far
- The Next Generation – Millennials and small kitchen appliances
- Balancing health and indulgence

The nearly \$6 billion small kitchen appliance market continues to make solid gains, benefiting from a refocus on the kitchen and home meal prep that may have its roots in the recession but that has gained momentum in the recovery. The market continues to offer opportunities for brands and products that make everyday meal preparation easier. Appliances that go a step beyond – to facilitate healthy living, culinary exploration, or a taste of indulgence – are doing even better.

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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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Table of Contents

Scope and Themes

- What you need to know
- Definition
- Data sources
- Sales data
- Consumer survey data
- Abbreviations and terms
- Abbreviations
- Terms

Executive Summary

- Overview
- The market
- Solid gains on consumer trends and star products
 - Figure 1: Total U.S. sales and fan chart forecast of small kitchen appliances, at current prices, 2008-18
- All three segments gain, beverage makers lead the pack
 - Figure 2: Sales of small kitchen appliances, by segment, 2011 and 2013
- The consumer
- Slow cookers and toasters most widely owned cooking appliances
 - Figure 3: Acquisition and ownership of cooking appliances, September 2013
- Ownership of blenders and mini food processors on the rise
 - Figure 4: Acquisition and ownership of food preparation appliances, September 2013
- Single-serve pod systems evolving into default coffeemaker choice
 - Figure 5: Acquisition and ownership of beverage preparation appliances, September 2013
- Replacement top reason for purchase, but lifestyle factors come into play as well
 - Figure 6: Reasons for purchase of small kitchen appliances, September 2013
- Practical factors are common denominators in purchase decisions
 - Figure 7: Most important attributes of small kitchen appliances, September 2013
- Older adults likely to cook for one or two, see small kitchen appliances as tools for healthy eating
- Younger adults, interested in exploring, source ideas from restaurants, Pinterest
 - Figure 8: Cooking and meal prep behaviors, by gender and age, September 2013
- Older adults look to simplify meal prep, but are less open to new small kitchen appliances
- Younger adults inclined to experiment, appreciate social aspects of cooking
 - Figure 9: Attitudes toward cooking and meal prep, any agree, by gender and age, September 2013
- What we think

Issues and Insights

- Convenience drives appliance sales, but only so far

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The issues

The implications

The Next Generation – Millennials and small kitchen appliances

The issues

The implications

Balancing health and indulgence

The issues

The implications

Trend Applications

Trend: Life Hacking

Market Size and Forecast

Key points

Solid gains on consumer trends and star products

Sales and forecast of small kitchen appliances

Figure 10: Total U.S. sales and forecast of small kitchen appliances, at current prices, 2008-18

Figure 11: Total U.S. sales and forecast of small kitchen appliances, at inflation-adjusted prices, 2008-18

Fan chart forecast

Figure 12: Total U.S. sales and fan chart forecast of small kitchen appliances, at current prices, 2008-18

Market Drivers

Household income stabilizes but remains weak

Figure 13: Median household income, in inflation-adjusted dollars, 2002-12

Consumer confidence makes unsteady gains

Figure 14: Thomson Reuters/University of Michigan Index of Consumer Sentiment, 2008-13

Renovation market rebounding

Figure 15: BuildFax Remodeling Index, 2008-13

Time spent on home meal prep increasing

Figure 16: Time spent on food preparation and cleanup, by gender, 2007-11

Competitive Context

More money spent on food at home as restaurant performance wavers

Figure 17: Percentage of total food expenditures on food at home and food away from home, 2007-11

Cookware makes gains but lags small kitchen appliances

Figure 18: Total U.S. retail sales of cookware, at current prices, 2008-18

Segment Performance

Key points

All three segments gain, beverage makers lead the pack

Figure 19: Sales of small kitchen appliances, by segment, 2011 and 2013

All three segments poised for continued growth

Figure 20: Sales and forecast of small kitchen appliances, by segment, 2008-2018

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Cooking appliance sales grow on convenience and a taste of indulgence

Figure 21: Sales of cooking appliances, by product type, 2011 and 2013

Blenders and choppers push food prep appliance sales higher

Figure 22: Sales of food preparation appliances, by product type, 2011 and 2013

Single-serve coffee makers drive growth in beverage segment

Smaller beverage sub-segments gain as well

Figure 23: Sales of beverage-making appliances, by product type, 2011 and 2013

Retail Channels

Key points

Discount stores

Specialty stores

Department stores

Warehouse clubs

Others

Figure 24: Sales of small kitchen appliances, by retail channel, 2010 and 2012

Leading Companies

Leading small appliance companies post gains in 2012

Figure 25: Sales of leading small kitchen appliance companies, 2011-12

Jarden

NACCO/Hamilton Beach

National Presto

Innovations and Innovators

Personalization

Keurig continues to exploit interest in personalization, expands into soup

SodaStream simplifies with caps

Health

StoreBound launches Greek yogurt maker

Professional results at home

High-powered blending

Premium and customizability

Specialization

Theo & Co claims perfect pizza

Hamilton Beach does breakfast sandwiches

Multi-functionality

Do-it-all food mixer/processor/cookers come to US

Timed multi-cooker coordinates different parts of a meal

Entertaining

New slow cooker systems offer entertaining flexibility

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Marketing Strategies

KitchenAid targets the cooking enthusiast

Figure 26: KitchenAid, "So Much More" 2013

Keurig "Changing the Way" event delivers innovation

Figure 27: Keurig, "Changing the Way," 2013

Cuisinart puts spotlight on products and innovations

Figure 28: Cuisinart Combo Convection Steam Oven, 2013

Social Media

Key points

Social media metrics

Figure 29: Key social media metrics, November 2013

Market overview

Brand usage and awareness

Figure 30: Brand usage and awareness for selected small kitchen appliance brands, Sept. 2013

Interactions with small kitchen appliance brands

Figure 31: Interactions with selected small kitchen appliance brands, Sept. 2013

Online conversations

Figure 32: Online conversations around selected small kitchen appliances, by day, April 28- Oct.27, 2013

Where are people talking about small kitchen appliances?

Figure 33: Online conversations around selected small kitchen appliances, by page type, April 28-Oct. 27, 2013

What are people talking about?

Figure 34: Select topics of discussion, April 28-Oct. 27, 2013

Figure 35: Select topics of discussion, by page type, April 28-Oct. 27, 2013

Analysis by brand

Keurig

Figure 36: Social media metrics—Keurig, November 2013

KitchenAid

Figure 37: Social media metrics—KitchenAid, November 2013

Vitamix

Figure 38: Social media metrics—Vitamix, November 2013

Hamilton Beach

Figure 39: Social media metrics—Hamilton Beach, November 2013

Ninja

Figure 40: Social media metrics—November 2013

Oster

Acquisition and Ownership of Cooking Appliances

Key points

Slow cookers and toasters most widely owned cooking appliances

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Figure 41: Acquisition and ownership of cooking appliances, September 2013

Young adults a key target for cooking appliances

Figure 42: Past two year acquisition of cooking appliances, by gender and age, September 2013

More people in the household means more cooking appliances

Figure 43: Past two year acquisition of cooking appliances, by household size, September 2013

Combination Cooks likely to have purchased cooking appliances recently

Figure 44: Past two year acquisition of cooking appliances, by scratch and convenience cooking, September 2013

Acquisition and Ownership of Food Prep Appliances

Key points

Ownership of blenders and mini food processors on the rise

Figure 45: Acquisition and ownership of food preparation appliances, September 2013

Young adults more likely to have acquired food prep appliances recently

Figure 46: Past two year acquisition of food preparation appliances, by gender and age, September 2013

Convenience Cooks least likely to have acquired food prep appliances recently

Figure 47: Past two year acquisition of food preparation appliances, by scratch and convenience cooking, September 2013

Acquisition and Ownership of Beverage Prep Appliances

Key points

Single-serve pod systems evolving into default coffeemaker choice

Figure 48: Acquisition and ownership of beverage preparation appliances, September 2013

Young adults likely to have purchased beverage prep appliances recently

Figure 49: Past two year acquisition of beverage preparation appliances, by gender and age, September 2013

Beverage variety plays well in larger households

Figure 50: Past two year acquisition of beverage preparation appliances, by household size, September 2013

Reasons for Purchase of Small Kitchen Appliances

Key points

Replacement edges out other reasons for purchasing small kitchen appliances

Young adults more likely to be motivated by range of lifestyle reasons

Figure 51: Reasons for purchase of small kitchen appliances, by gender and age, September 2013

More people in household means more reasons for purchasing small kitchen appliances

Figure 52: Reasons for purchase of small kitchen appliances, by household size, September 2013

Combination Cooks cite wider array of reasons for small kitchen appliance purchases

Figure 53: Reasons for purchase of small kitchen appliances, by scratch and convenience cooking, September 2013

Most Important Attributes of Small Kitchen Appliances

Key points

Practical factors most likely to be top-of-mind in purchase decisions

Older adults are especially attuned to ease of use and cleaning

Figure 54: Most important attributes of small kitchen appliances, by gender and age, September 2013

Cooking and Meal Prep Behaviors

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Key points

Older adults likely to cook from one or two, see small kitchen appliances as tools for healthy eating

Younger adults source ideas from restaurants, Pinterest

Figure 55: Cooking and meal prep behaviors, by gender and age, September 2013

Combination Cooks emphasize flexibility, experimentation

Figure 56: Cooking and meal prep behaviors, by scratch and convenience cooking, September 2013

Attitudes toward Cooking and Meal Prep

Key points

Older adults look to simplify meal prep, but are less open to new small kitchen appliances

Younger adults inclined to experiment, appreciate social aspects of cooking

Figure 57: Attitudes toward cooking and meal prep, any agree, by gender and age, September 2013

Health a key motivation for Scratch Cooks

Figure 58: Attitudes toward cooking and meal prep, any agree, by scratch and convenience cooking, September 2013

Race and Hispanic Origin

Black, Asian, Hispanic adults more likely to purchase cooking appliances

Figure 59: Past two year acquisition of cooking appliances, by race/Hispanic origin, September 2013

Hispanics a key market for food prep appliances

Figure 60: Past two year acquisition of food preparation appliances, by race/Hispanic origin, September 2013

Asians cite a wide variety of reasons for purchasing kitchen appliances

Figure 61: Reasons for purchase of small kitchen appliances, by race/Hispanic origin, September 2013

Asians, Hispanics especially interested in international/ethnic foods

Figure 62: Attitudes toward cooking and meal prep, any agree, by race/Hispanic origin, September 2013

Cluster Analysis

Figure 63: Target clusters, September 2013

Food Moderates

Demographics

Characteristics

Opportunity

Time Savers

Demographics

Characteristics

Opportunity

Cooking Enthusiasts

Demographics

Characteristics

Opportunity

Make-It-Easies

Demographics

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Characteristics

Opportunity

Cluster characteristic tables

- Figure 64: Ownership of cooking appliances, by target clusters, September 2013
- Figure 65: Past two year acquisition of cooking appliances, by target clusters, September 2013
- Figure 66: Ownership of food preparation appliances, by target clusters, September 2013
- Figure 67: Past two year acquisition of food preparation appliances, by target clusters, September 2013
- Figure 68: Ownership of beverage preparation appliances, by target clusters, September 2013
- Figure 69: Past two year acquisition of beverage preparation appliances, by target clusters, September 2013
- Figure 70: Reasons for purchase of small kitchen appliances, by target clusters, September 2013
- Figure 71: Most important attributes of small kitchen appliances, by target clusters, September 2013
- Figure 72: Cooking style and frequency, by target clusters, September 2013
- Figure 73: Cooking and meal prep behaviors, by target clusters, September 2013
- Figure 74: Attitudes toward cooking and meal prep, any agree, by target clusters, September 2013
- Figure 75: Attitudes toward cooking and meal prep, strongly agree, by target clusters, September 2013

Cluster demographic tables

- Figure 76: Target clusters, by demographic, September 2013

Cluster methodology

Appendix – Other Useful Consumer Tables

Ownership of cooking appliances

- Figure 77: Ownership of cooking appliances, by gender and age, September 2013
- Figure 78: Ownership of cooking appliances, by household income, September 2013
- Figure 79: Ownership of cooking appliances, by household size, September 2013
- Figure 80: Ownership of cooking appliances, by race/Hispanic origin, September 2013
- Figure 81: Ownership of cooking appliances, by scratch and convenience cooking, September 2013

Past-two-year acquisition of cooking appliances

- Figure 82: Past-two-year acquisition of cooking appliances, by household income, September 2013

Ownership of food preparation appliances

- Figure 83: Ownership of food preparation appliances, by gender and age, September 2013
- Figure 84: Ownership of food preparation appliances, by household income, September 2013
- Figure 85: Ownership of food preparation appliances, by household size, September 2013
- Figure 86: Ownership of food preparation appliances, by race/Hispanic origin, September 2013
- Figure 87: Ownership of food preparation appliances, by scratch and convenience cooking, September 2013

Past two year acquisition of food preparation appliances

- Figure 88: Past two year acquisition of food preparation appliances, by household income, September 2013
- Figure 89: Past two year acquisition of food preparation appliances, by household size, September 2013

Ownership of beverage preparation appliances

- Figure 90: Ownership of beverage preparation appliances, by gender and age, September 2013
- Figure 91: Ownership of beverage preparation appliances, by household income, September 2013

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Report Price: £2466.89 | \$3995.00 | €3133.71

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Figure 92: Ownership of beverage preparation appliances, by household size, September 2013

Figure 93: Ownership of beverage preparation appliances, by race/Hispanic origin, September 2013

Figure 94: Ownership of beverage preparation appliances, by scratch and convenience cooking, September 2013

Past two year acquisition of beverage preparation appliances

Figure 95: Past two year acquisition of beverage preparation appliances, by household income, September 2013

Figure 96: Past two year acquisition of beverage preparation appliances, by race/Hispanic origin, September 2013

Figure 97: Past two year acquisition of beverage preparation appliances, by scratch and convenience cooking, September 2013

Cooking style and frequency

Figure 98: Cooking style and frequency, by gender and age, September 2013

Figure 99: Cooking style and frequency, by household income, September 2013

Figure 100: Cooking style and frequency, by household size, September 2013

Figure 101: Cooking style and frequency, by scratch and convenience cooking, September 2013

Figure 102: Cooking style and frequency, by race/Hispanic origin, September 2013

Demographics of cooking style and frequency groups

Figure 103: Demographics of cooking style and frequency groups, September 2013

Reasons for purchase of small kitchen appliances

Figure 104: Reasons for purchase of small kitchen appliances, by household income, September 2013

Most important attributes of small kitchen appliances

Figure 105: Most important attributes of small kitchen appliances, by household income, September 2013

Figure 106: Most important attributes of small kitchen appliances, by household size, September 2013

Figure 107: Most important attributes of small kitchen appliances, by scratch and convenience cooking, September 2013

Cooking and meal prep behaviors

Figure 108: Cooking and meal prep behaviors, by household income, September 2013

Figure 109: Cooking and meal prep behaviors, by household size, September 2013

Figure 110: Cooking and meal prep behaviors, by race/Hispanic origin, September 2013

Attitudes toward cooking and meal prep

Figure 111: Attitudes toward cooking and meal prep, September 2013

Figure 112: Attitudes toward cooking and meal prep, any agree, by household income, September 2013

Figure 113: Attitudes toward cooking and meal prep, any agree, by household size, September 2013

Appendix – Social Media

Brand usage or awareness

Figure 114: Brand usage or awareness, September 2013

Figure 115: Kitchenaid usage or awareness, by demographics, September 2013

Figure 116: Vitamix usage or awareness, by demographics, September 2013

Figure 117: Hamilton Beach usage or awareness, by demographics, September 2013

Figure 118: Ninja usage or awareness, by demographics, September 2013

Figure 119: Keurig usage or awareness, by demographics, September 2013

Figure 120: Oster usage or awareness, by demographics, September 2013

Activities done

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Report Price: £2466.89 | \$3995.00 | €3133.71

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Figure 121: Activities done, September 2013

Figure 122: Kitchenaid – Activities done, by demographics, September 2013

Figure 123: Hamilton Beach – Activities done, by demographics, September 2013

Figure 124: Ninja – Activities done, by demographics, September 2013

Figure 125: Keurig – Activities done, by demographics, September 2013

Figure 126: Oster – Activities done, by demographics, September 2013

Online conversations

Figure 127: Online conversations around selected small kitchen appliances, by day, April 28-Oct. 27, 2013

Figure 128: Online conversations around selected small kitchen appliances, by page type, April 28-Oct. 27, 2013

Figure 129: Select topics of discussion, April 28-Oct. 27, 2013

Figure 130: Select topics of discussion, by page type, April 28-Oct. 27, 2013

Appendix – Trade Associations

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