

Small Kitchen Appliances - UK - December 2013

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"Despite the economic gloom that has shrouded consumers in the last five years we have seen significant demand for coffee machines and food mixers. People's love affair with good coffee stemmed from enjoying their coffee shop experiences and now they want to create coffee shop quality at home."

– Jane Westgarth, Senior Retail Analyst

This report looks at the following areas:

- Will the trend for café-quality coffee at home continue to drive demand for coffee makers?
- What features encourage people to pay extra when buying a coffee maker?
- Are people worried about the energy their small kitchen appliances use?
- What role does style play in shaping demand for small kitchen appliances?
- Is brand a deciding factor for small kitchen appliances?

Since 2008 the economy has been tough and consumers have seen their personal disposable income decline in real terms. Yet, small kitchen appliances have fared relatively well thanks to many households regarding some as a 'must-have' necessity – people will replace kettles and toasters straight away if they break down. Innovation and strong branding by suppliers has also helped to drive demand for added-value appliances, allowing them to compete with own-label basics. We have seen particularly strong demand for kitchen appliances (food mixers, food processors) and good quality coffee makers. People want to be able to create restaurant-quality dishes, high quality baked goods and coffee shop-quality coffee in their own homes.

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