

## Tableware and Cookware - UK - December 2017

Report Price: £1995.00 | \$2648.76 | €2273.70

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“The table and cookware sector will experience good growth in 2017, before experiencing a slowdown over the next five years partly as a result of kitchens getting smaller.

Opportunities to cushion this fall in demand lie in innovation in kitchenware.”

– **Jacob Holder, Retail Analyst**

This report looks at the following areas:

- **The importance of convenience and price**
- **Number of households rising**
- **Consumers setting up home for the first time help drive purchases**

The market for table and cookware is set to slow down over the next five years. Smaller kitchens, increasing numbers of older consumers who have lower purchasing rates than younger people, and more adults living with their parents are all likely to negatively impact on the market (see Market Drivers).

However, the rising number of homes and frequent use of table and cookware in the kitchen look to cushion some of these negative market factors. The challenge for retailers and brands is to look for new opportunities, for example, by getting children active in the kitchen or by convincing elderly consumers to buy more age-friendly products (see Consumer Attitudes towards Table/Cookware). Innovative products could also help to alleviate this trend – space saving and multi-purpose tableware and cookware could appeal to consumers short on space (see Consumer Preferences).

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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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Tefal

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Denby

Le Creuset

Meyer Group

Joseph Joseph

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Very/Littlewood

Home Bargains

IKEA

Wilko

Matalan

Dunelm

The Range

Lakeland

Robert Dyas

Betterware

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Plate that absorbs calories

Fat-drainer frying pan

Non-rust, -flake, -peel tray

Multipurpose kitchen utensils

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Three-in-one avocado slicer

Child-friendly kitchens and cooking

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Dunelm Student Essentials  
 IKEA 'Cooks'  
 Prestige's #yourprestigeKitchen  
 Lakeland's YouTube channel  
 Nielsen Ad Intel coverage

## The Consumer – What You Need to Know

64% of consumers bought tableware, 69% bought cookware  
 Buying to replace a major driver of purchasing  
 Supermarkets the most popular destination for shoppers  
 Children should learn how to cook  
 Changing desires and needs for older consumers

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Child-friendly cooking

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