

## Small Kitchen Appliances - US - December 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"Bolstered by gains within the small cooking appliance segment, the overall market reached \$6.5 billion in 2018, a 2.2% increase from 2017. High penetration and long purchase cycles challenge the category from experiencing significant sales growth, as market sales rely largely on new users and trade-ups."

– **Olivia Guinaugh, Home & Personal Care Analyst**

This report looks at the following areas:

Multi-tasking small kitchen appliances with compact designs are an opportunity for brands to boost sales.

- **Lack of need prevents purchasing**
- **Smaller living spaces limits ownership**
- **Older adults show little interest in trading up**

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](https://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

China  
+86 (21) 6032 7300

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[reports@mintel.com](mailto:reports@mintel.com)

### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

# Small Kitchen Appliances - US - December 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Overview

What you need to know  
Definition

### Executive Summary

The market

Figure 1: Total US sales and fan chart forecast of small kitchen appliances market, at current prices, 2013-23

The issues

Lack of need prevents purchasing

Figure 2: Select barriers to purchase, by small kitchen appliance, October 2018

Smaller living spaces limits ownership

Figure 3: Ownership of select small kitchen appliances, by urban area, October 2018

Older adults show little interest in trading up

Figure 4: Interest in select small kitchen appliances, any trial or interest (net), by age 55+, October 2018

The opportunities

Frequent usage of appliances can lead to shorter purchase cycles

Figure 5: Select attitudes and behaviors toward small kitchen appliances, October 2018

At-home food sales growth can boost small kitchen appliances sales

Figure 6: BEA food sales at home and away from home, January 2010-August 2018

Instant Pot benefits from convenience and social media

Figure 7: Select purchase influencers and select attitude toward small kitchen appliances, October 2018

What it means

### The Market – What You Need to Know

Small kitchen appliances market continues slow growth  
All segments experience gains, but small cooking appliances dominate  
Innovations may lessen need for cookware  
Population trends and at-home food sales impact market

### Market Size and Forecast

Small kitchen appliances market continues slow, but steady growth

Figure 8: Total US sales and fan chart forecast of small kitchen appliances market, at current prices, 2013-23

Figure 9: Total US sales and forecast of small kitchen appliances, at current prices, 2013-23

### Market Breakdown

All segments experience gains, but small cooking appliances dominate

Figure 10: Total US retail sales of small kitchen appliances, by segment, at current prices, 2013-18

### Market Perspective

Small kitchen appliance innovations may lessen need for cookware

BUY THIS  
REPORT NOW

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Small Kitchen Appliances - US - December 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Market Factors

Most US households are inside metropolitan areas

Figure 11: US households by metropolitan status, 2000 and 2018

An aging population can lead to market struggles

Figure 12: Population aged 18 or older, by age, 2013-23

At-home food sales encourage the small kitchen appliances market

Figure 13: BEA food sales at home and away from home, January 2010-August 2018

## Key Players – What You Need to Know

Multi-tasking appliances are a must; air fryers drive consumer interest

Single-serve beverage makers cannibalize ownership of drip coffee

Beverage makers are expanding; small appliances are shrinking

## What's Happening?

Multi-tasking appliances drive interest yet challenge other appliances

Social media instrumental to success of Instant Pot

Figure 14: Mentions of Instant Pot vs. slow cookers on social media, Twitter and Instagram, November 2015-18

Air Fryers are gaining traction

## What's Struggling?

Single-serve beverage makers cannibalize ownership of drip coffee

Figure 15: Beverage appliance ownership, May 2012-June 2018

## What's Next?

Single-serve beverage makers expand usage occasions

Figure 16: How to Use Theraflu PowerPods for Cold & Flu - The Convenient Kitchen, August 2018

Small kitchen appliances are becoming more compact

## The Consumer – What You Need to Know

Ownership of cooking kitchen appliances is nearly universal

Most purchases made at mass merchandisers and online-only retailers

Lack of need prevents most small kitchen appliance purchases

Convenience is key, but positive customer reviews matter too

Most adults use their cooking appliances at least once a week

Consumers seek innovations that provide convenience

## Ownership and Interest in Small Kitchen Appliances

Ownership of cooking kitchen appliances is nearly universal

Figure 17: Ownership of small kitchen appliances, October 2018

Instant Pot is driving interest in the category

Figure 18: Interest in owning small kitchen appliances, October 2018

Young adults are engaged but still building their kitchen inventory

Figure 19: Ownership of select small kitchen appliances, by age, October 2018

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Small Kitchen Appliances - US - December 2018

**Report Price:** £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 20: Interest in owning small kitchen appliances, by age, October 2018

**Renters and urban adults report limited ownership, but express interest**

Figure 21: Ownership of select small kitchen appliances, by housing situation and area, October 2018

Figure 22: Interest in owning select small kitchen appliances, by housing situation and area, October 2018

**Hispanics express interest in variety of appliances**

Figure 23: Ownership of small kitchen appliances, by Hispanic origin, October 2018

Figure 24: Interest in owning select small kitchen appliances, by Hispanic origin, October 2018

## Retailers Shopped

**Most purchases made at mass merchandisers and online-only retailers**

Figure 25: Retailers shopped, October 2018

Figure 26: In-store vs online, October 2018

**Older adults shop specialty, younger seek value**

Figure 27: Select retailers shopped, by age, October 2018

Figure 28: Online vs in-store, by age, October 2018

## Barriers to Purchase

**A lack of need prevents most small kitchen appliance purchases**

Figure 29: Barriers to purchase, October 2018

**Price prevents young adults from purchasing**

Figure 30: Select barriers to purchase any specialty appliances, pressure cooker, and toaster oven, by age, October 2018

**Price and taste concerns are key barriers among Hispanics**

Figure 31: Select barriers to purchase single-serve beverage maker and any specialty appliances, by Hispanic origin, October 2018

## Purchase Influencers

**Convenience is key, but positive customer reviews matter too**

Figure 32: Purchase influencers, October 2018

Figure 33: TURF Analysis – Purchase influencers, October 2018

**Methodology**

**Older adults seek convenience; recommendations influence young adults**

Figure 34: Select purchase influencers, by age, October 2018

**Urban dwellers seek space-saving appliances**

Figure 35: Select purchase influencers, by area, October 2018

**Hispanics are brand driven**

Figure 36: Select purchase influencers, by Hispanic origin, October 2018

## Attitudes and Behaviors toward Small Kitchen Appliances

**Frequent usage of appliances is driven by convenience**

Figure 37: Attitudes and behaviors toward small kitchen appliances, October 2018

**Taste and health-related benefits motivate adults aged 25-44**

Figure 38: Select attitudes and behaviors toward small kitchen appliances, by age, October 2018

**Appliances motivate Hispanics to eat healthier meals**

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](https://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

## Small Kitchen Appliances - US - December 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 39: Select attitudes and behaviors toward small kitchen appliances, by Hispanic origin, October 2018

### Usage and Interest in Small Kitchen Appliance Innovations

Consumers seek innovations that provide greater convenience

Figure 40: Usage and interest in small kitchen appliance innovations, October 2018

Adults aged 18-44 express interest in nearly all innovations

Figure 41: Interest in select small kitchen appliances, any trial or interest (net), by age, October 2018

Niche innovations capture attention of urban consumers

Figure 42: Interest in small kitchen appliances, any trial or interest (net), by area, October 2018

A range of innovations spark interest among Hispanics

Figure 43: Interest in small kitchen appliances, any trial or interest (net), by Hispanic origin, October 2018

### Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Abbreviations and terms

Abbreviations

Terms

### Appendix – The Market

Figure 44: Total US sales and forecast of small kitchen appliances, at inflation-adjusted prices, 2013-23

Figure 45: Total US retail sales and forecast of small kitchen appliances, by segment, at current prices, 2013-23

Figure 46: Total US retail sales of small kitchen appliances, by segment, at current prices, 2016 and 2018

Figure 47: Total US retail sales and forecast of small cooking appliances, at current prices, 2013-23

Figure 48: Total US retail sales and forecast of food prep appliances, at current prices, 2013-23

Figure 49: Total US retail sales and forecast of beverage making appliances, at current prices, 2013-23

Figure 50: Total US retail sales of small kitchen appliances, by channel, at current prices, 2015 and 2017

### Appendix – The Consumer

Figure 51: Summary of bases for attitudes toward the kitchen and cooking-any agree, small kitchen appliance and beverage maker appliance ownership, April 2010- June 2018

Figure 52: Small kitchen appliance ownership, by select demographics, April 2017- June 2018

Figure 53: Beverage appliance ownership, by select demographics, April 2017- June 2018

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)