

Tableware - US - April 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the tableware market.
- The impact of past recessions on tableware market.
- Motivations for past and future tableware purchases.
- Approach to shopping the tableware category.

The pandemic created some challenges and changes in the tableware industry. While consumers look to limit their discretionary spending, extended periods of time at home has created a new desire to improve their spaces, which includes everything from big projects to tableware. The primary purchasing method remains in-store; however, as consumers become more comfortable shopping online, there will be a greater need for retailers to deliver enhanced shopping experiences that adhere to the visual nature of the category whether online or in-store.



“COVID-19 and the subsequent economic downturn created some challenges and changes in the tableware industry. Early store closures and restrictions put a limit on in-store shopping and financial concerns incited caution for discretionary spending. At the same time, extended periods at home strengthened desire to improve spaces and invest in items that reflect personal style.”

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- Executive Summary
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