

Small Kitchen Appliances - Canada - 2021

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This report looks at the following areas:

- The impact of COVID-19 on the small kitchen appliances market.
- Market factors impacting home cooking and small kitchen appliances in Canada.
- Ownership, usage and future purchase interest for small kitchen appliances.
- Retailers typically used when shopping for small kitchen appliances.
- Small kitchen appliance purchase factors and influences.
- Consumer behaviours and attitudes relating to small kitchen appliances.

Social media is a significant driver of interest for certain small kitchen appliances, as 39% of owners look up recipes for specific appliances. When looking at Canadians under 45 years of age, this figure jumps to over half (54%).

Canadians have been cooking at home significantly more as a result of the pandemic. Cooking knowledge has increased considerably as a result of all of this practice, allowing home chefs to feel more confident in the kitchen. In fact, 43% of Canadian small kitchen appliance owners claim to have used these appliances more as a result of the COVID-19 pandemic. For some, cooking and baking have become a source of stress relief, which will increase curiosity and interest in tools and appliances that help them to further develop this hobby. Appliances that can help make the daily chore of cooking easier and quicker will also appeal to reluctant home chefs.

Storage space is a significant barrier for Canadians when it comes to adding to their small kitchen appliance collections. Over half (56%) of Canadian small kitchen appliance owners claim that they do not have enough space to buy more devices. It is therefore not surprising that a third (35%) of Canadian small appliance owners express interest in smaller, more compact appliances.



“Long purchase cycles and a lack of storage space will create barriers for growth in the market. However, the increased amount of home cooking Canadians have undertaken as a result of the COVID-19 pandemic will help to support the category going forward.”

– Meghan Ross, Senior Home & Beauty Analyst

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Younger Canadians represent a significant opportunity for the small kitchen appliance market since they are gaining cooking skills and are still in the process of acquiring appliances for their homes. This group is most likely to recognize the appeal of smart appliances, shop for these products at major sales events and seek out appliance-specific recipes on social media.



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