

Small Kitchen Appliances - China - 2023

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Changes in penetration and purchase interest in key categories of small kitchen appliances.
- Main usage scenarios of small kitchen appliances.
- The awareness-to-purchase conversion rates of main information channels.
- Attractive keywords to be incorporated into marketing content.
- Primary consideration factors when purchasing different types of coffee machines.
- Key expectations for services provided by small kitchen appliance brands.

Data from the National Bureau of Statistics shows that the recovery speed of the home appliances market in 2023 is slower than initially expected, with retail sales of home appliances and video equipment falling by 0.4% from January–August 2023 compared to the same period in 2022. The small kitchen appliances market is also facing continued pressure against the backdrop of the overall industry downturn. Mintel estimates that retail sales of small kitchen appliances will decrease by 5.6% in 2023.

Industry players currently face various obstacles to sustain growth. Mintel's latest research shows that ownership of small kitchen appliances in urban China remains consistent with previous years. Driven by the "stay-at-home economy" under COVID-19, consumers have already equipped their kitchens with a variety of small appliances. Furthermore, ongoing uncertainties and more rational consumption sentiment make it increasingly difficult for industry players to achieve growth amid fierce market competition.

Despite these challenges, opportunities still exist, particularly in small kitchen appliances that provide convenience and enhance quality of life. Emerging high-end appliances such as automatic cooking machines are expected to gain more popularity among consumers. Brands can leverage complementary services, expand product usage scenarios and pay attention to consumer demand in lower tier cities to drive business.



"With the massive release of demand due to COVID-19 pandemic in the past few years and people's more rational consumption sentiment towards non-necessities, it has become increasingly difficult to drive growth in the ownership of small kitchen appliances."

- Binyan Yao, Research Analyst

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