

## Small Kitchen Appliances - UK - November 2010

Report Price: £1500 / \$2310 / €1793



### What is this report about?

The household goods sector was hit hard by the economic downturn and recession, but small kitchen appliances have outperformed the sector, with sales holding up well in 2009 and showing significant value growth during 2010. Small kitchen appliances have benefited from being more affordable than big-ticket household items, as well as a number of other positive sales drivers. Stronger interest in cooking, particularly baking, a desire to eat more healthily, as well as more meals, drinks and snacks being taken or prepared at home to save money, have all helped drive demand for small kitchen appliances that make tasks in the kitchen easier, quicker and produce better results.

### What have we found out?

- Large numbers of small kitchen appliances are owned but hardly ever used, including 22% of sandwich toasters and 15% of hand-held blenders/mixers.
- Apart from kettles and toasters, ownership of small kitchen appliances is far from universal. To encourage first-time purchasing consumers need to be persuaded through demonstrations of recipes that they have a need for a product.
- Triggering purchasing at the point of sale is important to help bring products alive and show how they can be used for particular meals or occasions to make food or drink a bit special.
- Marketing more unusual, innovative and design-led items as gifts and helping shoppers to match gifts to intended recipients has the potential to increase sales of small kitchen appliances.
- Product design that enables all parts that get dirty during usage to go in the dishwasher or be easily cleaned, and allows appliances to be stored away easily in limited space is vital. Ease of cleaning affects the choice of product of half of adults (51%) and three in ten (28%) want the product to be easy to store/compact.
- Busy lifestyles demand kitchen appliances for that help get the job done quickly and efficiently and this has been a major focus of new product development by manufacturers.

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