



# Small Kitchen Appliances - US - December 2019

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## This report looks at the following areas:

In 2019, total US retail sales are expected to reach \$6.5 billion. Looking ahead, Mintel predicts the category will see a slight uptick in growth rate, rising 10% from 2019-24, reflecting a shift toward broader acceptance of smart appliances and compact versions that meet the evolving needs of smaller and single-member households.

- Maximize reach through price plus features and recommendations
- In-store purchases dominate; mass merchandisers are go-to channel



"Small kitchen and beverage making appliances have near total market penetration, with 99% of adults owning at least one appliance. While a strong, steady consumer base provides a solid foundation, long purchase cycles challenge the category from experiencing significant sales growth."

– Shannon Romanowski,  
Director of Research

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- **Increases in at-home food spend help market**
- **Consumers feel confident spending more**

### What's included

- Executive Summary
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- **Shifts in population and household composition impact market**

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- **Urban dwellers less engaged in market**
- **Smart tech on deck to drive sales**

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- **Growth in online shopping and subscription/rental opportunity**

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