

Small Cooking Appliances in the US

November 2023

Table of Contents

Small Cooking Appliances in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premium products contribute to volume growth for small cooking appliances Additional usage occasions drive growth for air fryers and rice cookers "Mini" can be a branding strategy

PROSPECTS AND OPPORTUNITIES

Adjacent expansion offers growth opportunities

Making small cooking appliances smarter

Sustainability and healthy eating trends likely to impact certain categories

CATEGORY DATA

- Table 1 Sales of Small Cooking Appliances by Category: Volume 2018-2023
- Table 2 Sales of Small Cooking Appliances by Category: Value 2018-2023
- Table 3 Sales of Small Cooking Appliances by Category: % Volume Growth 2018-2023
- Table 4 Sales of Small Cooking Appliances by Category: % Value Growth 2018-2023
- Table 5 Sales of Freestanding Hobs by Format: % Volume 2018-2023
- Table 6 NBO Company Shares of Small Cooking Appliances: % Volume 2019-2023
- Table 7 LBN Brand Shares of Small Cooking Appliances: % Volume 2020-2023
- Table 8 Distribution of Small Cooking Appliances by Format: % Volume 2018-2023
- Table 9 Forecast Sales of Small Cooking Appliances by Category: Volume 2023-2028
- Table 10 Forecast Sales of Small Cooking Appliances by Category: Value 2023-2028
- Table 11 Forecast Sales of Small Cooking Appliances by Category: % Volume Growth 2023-2028
- Table 12 Forecast Sales of Small Cooking Appliances by Category: % Value Growth 2023-2028

Consumer Appliances in the US - Industry Overview

EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

- Table 13 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024
- Table 14 Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

- Table 15 Sales of Consumer Appliances by Category: Volume 2018-2023
- Table 16 Sales of Consumer Appliances by Category: Value 2018-2023
- Table 17 Sales of Consumer Appliances by Category: % Volume Growth 2018-2023
- Table 18 Sales of Consumer Appliances by Category: % Value Growth 2018-2023
- Table 19 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023
- Table 20 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023
- Table 21 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023
- Table 22 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023
- Table 23 Sales of Small Appliances by Category: Volume 2018-2023
- Table 24 Sales of Small Appliances by Category: Value 2018-2023
- Table 25 Sales of Small Appliances by Category: % Volume Growth 2018-2023
- Table 26 Sales of Small Appliances by Category: % Value Growth 2018-2023

- Table 27 NBO Company Shares of Major Appliances: % Volume 2019-2023
- Table 28 LBN Brand Shares of Major Appliances: % Volume 2020-2023
- Table 29 NBO Company Shares of Small Appliances: % Volume 2019-2023
- Table 30 LBN Brand Shares of Small Appliances: % Volume 2020-2023
- Table 31 Distribution of Major Appliances by Format: % Volume 2018-2023
- Table 32 Distribution of Small Appliances by Format: % Volume 2018-2023
- Table 33 Forecast Sales of Consumer Appliances by Category: Volume 2023-2028
- Table 34 Forecast Sales of Consumer Appliances by Category: Value 2023-2028
- Table 35 Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028
- Table 36 Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028
- Table 37 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028
- Table 38 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028
- Table 39 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028
- Table 40 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028
- Table 41 Forecast Sales of Small Appliances by Category: Volume 2023-2028
- Table 42 Forecast Sales of Small Appliances by Category: Value 2023-2028
- Table 43 Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028
- Table 44 Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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