

Small Kitchen Appliances (Non-Cooking) in the United Kingdom

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Abstracts

2015 was another difficult year for small kitchen appliances (non-cooking) in the UK. Volume sales continued to fall as the demand for kettles, which account for the bulk of volume sales in the category, continued to decline. Consumers are turning their investment to premium food preparation appliances and small cooking appliances. This means less interest in kettles.

Euromonitor International's Small Kitchen Appliances (Non-Cooking) in United Kingdom report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2011-2015, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, format trends or distribution issues. Forecasts to 2020 illustrate how the market is set to change.

Product coverage: Coffee Mills, Kettles, Other Small Kitchen Appliances (Non-Cooking).

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Small Kitchen Appliances (Non-Cooking) market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Private Label and Economy Brands Weaken As Consumers Move To Premium Brands

Internet Retailing Is Dynamic in Consumer Appliances

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