

Small Cooking Appliances in the US

December 2024

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Small Cooking Appliances in the US - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Little volume movement as consumers respond to inflationary pressures Competition and price pressure seen in multi-use and smart appliances Target's partnership with bella and So Yummy targets a media-savvy audience

PROSPECTS AND OPPORTUNITIES

Recovery in the housing market likely to lift sales of small cooking appliances Smart feature applications evolving for small cooking appliances Brands likely to think creatively about their channel strategy

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