

## Cookware - US - June 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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"Cookware sales have remained slow amid high household penetration, yet steady growth is likely attributed to consumers' generally positive attitudes toward cooking and baking at home."

- Rebecca Cullen, Home & Personal Care Analyst

This report looks at the following areas:

- Universal household penetration leads to slow market growth
- Shifts in cooking and baking habits present challenges
- Convenience, selection drive retailer selection

While adults find health and creative benefits to the process, there is interest in furthering their skills in the kitchen and expanding their inventory pointing to market growth potential.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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