

Cookware - US - May 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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The cookware market experienced declining sales from 2016-17 in part due to competitive pressure from the growing small kitchen appliances category, lessening the need for cookware items. High penetration and long purchase cycles also challenge category growth, as market sales rely on new users and trade-ups.

This report looks at the following areas:

However, positive economic indicators and consumer enjoyment toward at-home cooking and baking could boost category sales. Creating online educational campaigns could be an opportunity for brands to reach younger adults who are new to the category and still building their cookware inventory.

- Small kitchen appliances could lessen the need for cookware
- Adults are cooking slightly less compared to a year ago
- A decline in key population segment could lead to market struggles

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DID YOU KNOW?

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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