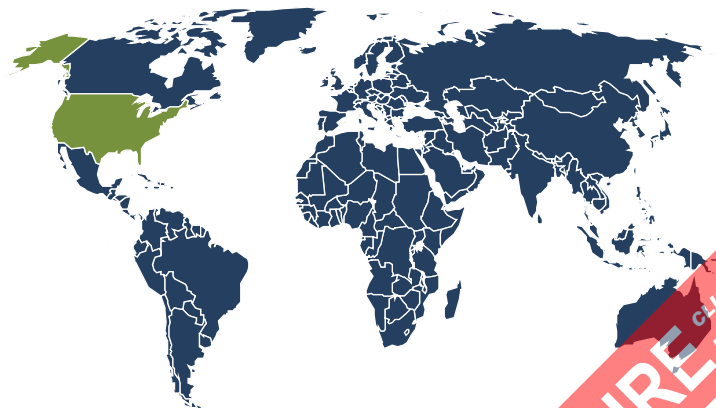




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Household Cooking Appliances: United States

November 2020



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About This Report

Scope

This report forecasts to 2020 and 2024 US household cooking appliance demand and shipments in nominal US dollars at the manufacturer level. Total demand and shipments are segmented by product in terms of:

- electric cooking appliances
- gas cooking appliances
- microwave ovens

To illustrate historical trends, total demand, total shipments, the various segments, and trade are provided in annual series from 2009 to 2019.

Hoods are excluded from the scope of this report, as are small cooking appliances such as toasters, toaster ovens, and rice cookers; used/secondhand appliances; cooking appliances designed for commercial use; portable stoves and cookers; barbecues; outdoor grills; and electric grills and griddles. Re-exports of household cooking appliances are excluded from demand and trade figures.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading companies, are covered in this report. A full outline of report items by page is available in the Table of Contents.

Sources

Household Cooking Appliances: United States (FF90026) represents the synthesis and analysis of data from various primary secondary, macroeconomic, and demographic sources, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental and non-governmental organizations
- proprietary national consumer survey data
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 9 | NAICS & SIC Codes Related to Household Cooking Appliances

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
335220	Major Household Appliance Manufacturing	3631	Household Cooking Equipment

Source: US Census Bureau

Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market’s current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

Freedonia quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and

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ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

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Resources

The Freedonia Group

Freedonia Industry Studies

Global Major Household Appliances

Freedonia Focus Reports

Appliances & Electronics: United States

Audio & Video Equipment: United States

Commercial Refrigeration Equipment: United States

E-Commerce: United States

Global Major Household Appliances

Household Refrigerators & Freezers: United States

Major Household Appliances: Canada

Major Household Appliances: United States

Outdoor Furniture & Grills: United States

Outdoor Living Products: United States

Personal Care Appliances: United States

Small Kitchen Appliances: United States

Freedonia Custom Research

Trade Publications

appliance DESIGN

Chain Store Age

Consumer Reports

Home Furnishings News

Kitchen & Bath Business

TWICE

Agencies & Associations

Association of Home Appliance Manufacturers

National Association of REALTORS

National Association of the Remodeling Industry

National Retail Federation

North American Retail Dealers Association

United States Department of Commerce

Bureau of Economic Analysis

United States Census Bureau

United States Department of Energy

United States International Trade Commission