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# Household Cooking Appliances: United States

January 2018



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# About This Report

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## Scope & Method

This report forecasts to 2021 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 2006 to 2016.

Hoods are excluded from the scope of this report, as are small cooking appliances such as toasters 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.

This report 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 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.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, 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 including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies

## About This Report

- national, regional, and international non-governmental organizations
- 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 7 | Industry Codes Related to Household Cooking Appliances

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industrial Classification	
335221	Household Cooking Appliance Manufacturing	3631	Household Cooking Equipment

Source: US Census Bureau

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## Resources

### The Freedonia Group

#### Freedonia Industry Studies

*Global Housing Outlook*, October 2017

*World Major Household Appliances*, February 2016

#### Freedonia Focus Reports

*Bed & Bath Furnishings: United States*

*Household Floor Care Appliances: United States*

*Household Laundry Equipment: United States*

*Household Refrigerators & Freezers: United States*

*Major Household Appliances: United States*

*Personal Care Appliances: United States*

*Small Kitchen Appliances: United States*

*Tableware & Kitchenware: United States*

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### Trade Publications

*Appliance Design*

*Chain Store Age*

*Consumer Reports*

*Home Furnishings News*

*Kitchen & Bath Business*

*TWICE*

### Agencies & Associations

Association of Home Appliance Manufacturers

China Household Electrical Appliances Association

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