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Small Kitchen Appliances: United States

February 2018



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About This Report

Scope & Method

This report forecasts to 2021 US small kitchen appliance demand and shipments in nominal US dollars at the manufacturer level. Total demand is segmented by product in terms of:

- coffee and tea makers
- mixers and blenders
- small cooking appliances
- grinders and processors
- toasters and toaster ovens
- juicers
- other appliances such as breadmakers, deep fryers, and slow cookers, as well as parts

To illustrate historical trends, total demand, total shipments, the various segments, and trade are provided in annual series from 2006 to 2016.

The scope of this report includes electric small kitchen appliances and excludes manual products (eg, manual grinders). In addition, home ice cream makers, home soda makers, microwaves, and vacuum sealers are excluded from the scope of this report, as are appliances designed solely for commercial or industrial use. Re-exports of small kitchen 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

Small Kitchen Appliances: United States (FF90029) 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
- 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 Small Kitchen Appliance

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industrial Classification	
335211	Electric Housewares and Household Fan Mfg	3634	Electric Housewares and Fans

Source: US Census Bureau

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Resources

The Freedonia Group

Freedonia Industry Studies

Consumer Water Treatment Systems in the US, October 2017

Cabinets in the US, September 2017

World Major Household Appliances, February 2016

Freedonia Focus Reports

Demographics: United States

Household Cooking Appliances: United States

Household Floor Care Appliances: United States

Household Laundry Equipment: United States

Household Refrigerators & Freezers: United States

Housing: United States

Major Household Appliances: United States

Personal Care Appliances: United States

World Major Household Appliances

Freedonia Custom Research

Trade Publications

Chain Store Age

FoodNavigator.com

Gourmet Retailer

Home Furnishings News

Mass Market Retailers

TWICE

Agencies & Associations

Association of Home Appliance Manufacturers

Bureau of Economic Analysis

China Household Electrical Appliances Association

Federal Trade Commission

International Housewares Association

National Association of the Remodeling Industry

National Retail Federation

North American Retail Dealers Association

United States Census Bureau

United States Food and Drug Administration

United States International Trade Commission