

SMALL APPLIANCE TRENDS

Consumer buying trends continue in small appliances coincide with the buying trends seen for major home appliances. Consumers want appliances that are time savers, are convenient to use, provide easy clean-up, are stylish, have multiple applications, promote healthy cooking and maintain a healthy environment in the home. And, like major appliances, small electrics are migrating out of the kitchen and into the "mini kitchens" incorporated into nurseries, master suites, in-law suites, exercise rooms, family rooms and bathroom spas.

In today's multi-generation households, small appliances do a wide variety of chores from speedy meal preparation to personal care needs (from hair styling to massagers) while air comfort products help every family member feel more comfortable and breathe easier.

What's trendy in kitchen electrics? Among the most desired products are kitchen electrics with the retro stainless steel look. Equally popular are high-end professional style models. There is a growing trend towards the use of cordless electrics in the kitchen. These appliances allow multiple cooks to use the product without being tied to a specific work space near electrical outlets. Also, since many kitchens have small electrics on display, consumers are attracted to the "family look" that manufacturers use throughout their product lines. High on trendy list are: bread makers, rice cookers, sandwich makers, coffee grinders/mills and espresso/cappuccino makers.