



Category Review – Kitchen Gadgets



L&R Distributors, Inc.

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P: 718-272-2100 • F: 888-562-4902 • www.lrdist.com

The Kitchen Gadget Category

- **Traditionally considered a category of function, but has become one of fashion.**
- **Consumers are interested in cooking. They are watching the cooking and lifestyle shows in great numbers.**
- **The consumer will look at the section to see what is new and different.**
- **Good Cook product packaging makes the section easy to shop.**



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Category Subcategories & Segments

- **25.9%** **Utensils** - *Includes Spatulas, Strainers, Tongs, Scrapers, Ice Cream Scoops, Cheese Slicers, Pizza Slicer*
- **13.7%** **Baking** - *Includes Timers, Scales, Boards, Cooling Racks*
- **11.6%** **Cutlery** – *includes Flatware & Tabletop*
- **9.2%** **Barware**
- **9.1%** **Miscellaneous**– *includes Clips, Magnets, Range, Seafood*
- **8.5%** **Produce**
- **7.5%** **Openers**
- **5.7%** **Seasonal** – *includes Pumpkin, Turkey and BBQ*
- **5.0%** **Thermometers**
- **3.8%** **Skewers**



Category Consumer

- **The consumer by age group:**
 - **Under Age 35: 18%**
 - **Ages 35 to 44: 30%**
 - **Ages 45 to 54: 27%**
 - **Ages 55 and up: 25%**
- **The consumer by employment status:**
 - **Employed: 63%**
 - **Homemaker 25%**
 - **Retired 12%**

Kitchen Gadgets are an impulse purchase. Consumers top reasons for purchasing kitchen gadgets are:

- **Price**
- **Good Value**
- **Appearance**
- **On Sale**
- **Easy to Clean.**



Category Trends

- **Consumers are looking for products that make their life easier.**
- **Consumers are looking for products that simplify the cooking process.**
- **Consumers are cooking more as they strive to eat healthier.**
- **Consumers will buy a good quality kitchen gadgets because they do not wear out quickly.**



Top Selling Items



Rank	L&R Sku #	Description	UPC
1	228066	GC Silicone Blade Spatula	0-76753-24877
2	225228	GC Dlx Swing Away Can Opener	0-76753-11809
3	225111	GC Dlx Control Grip Can Opener	0-76753-11833
4	225572	GC Winged Cork Screw	0-76753-12531
5	271889	GC Euro Nylon Slotted Spoon	0-76753-25773
6	225577	GC Euro Nylon Basting Spoon	0-76753-25770
7	228586	GC Premium Corn Skewers, 8 ct	0-76753-12583
8	226591	GC Measuring Spoons, 4 ct	0-76753-19865
9	223441	GC Measuring Cups, 4 ct	0-76753-19860
10	226586	GC Bag Clip	0-76753-11990
11	224459	GC Apple Wedge Slicer	0-76753-10600
12	271875	GC Classic Pizza Cutter	0-76753-22211
13	227389	GC Jumbo Corn Skewers, 6 ct	0-76753-12585
14	227840	GC Wood Round Spoon Set	0-76753-27900
15	227217	GC Flex Straws, 150 ct	0-76753-24992
16	220524	GC Bamboo Skewers 10", 100 ct	0-76753-24451
17	224569	GC Rolling Pin 10"x2"	0-76753-23830
18	226960	GC Bamboo Skewers 12", 100 ct	0-76753-24455
19	227833	GC Silicone Spatula Spoon	0-76753-24879
20	271874	GC Classic Swivel Big Grip Peeler	0-76753-22120
21	227866	GC Nylon Grip Vegetable Peeler	0-76753-22133
22	227803	GC Adjustable Cheese Slicer	0-76753-11910
23	225659	GC Dlx Alum Ice Cream Scoop	0-76753-16660
24	224477	GC Chrome Whisk, 10"	0-76753-27580
25	226104	GC Dlx Vinyl Coated Tongs	0-76753-25871



Planograms

L&R has available the following Kitchen Gadget planograms:

- **4 ft x 72” Basic Kitchen Gadgets**
- **4 ft x 72” Upgraded Kitchen Gadgets**
- **8 ft x 72” Basic Kitchen Gadgets**

In addition for customers with a smaller retail footprint we can customize the available space with the top selling Kitchen Gadget items to maximize turns and drive sales.

Let L&R Distributors merchandise your kitchen gadget set to maximize your sales and profits.

