



# Category Review – Small Appliances



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# The Small Appliance Category

**The Small Appliance category consists of the basic small appliances that are used as part of our everyday household routine – products such as coffeemakers, toasters, mixers and clothing irons.**

**The small appliance category represents \$4.4 billion in annual sales and was up 1.8% in dollar sales over the last year.\***

**\* Based on NPD Retail Tacking Service for 52 weeks ending December 27, 2014.**



# Category Subcategories & Segments

**Small Appliances consists of the following subcategories and represent the following percentage of category dollar sales:**

- **Blenders/Mixers/Choppers**                      **31.62%**
- **Coffee Makers & Grinders**                      **25.89%**
- **Cooking Appliances**                              **19.10%**
- **Toasters/Toaster Ovens**                      **8.17%**
- **All Other Appliances**                              **7.67%**
- **Irons & Steamers**                              **6.17%**
- **Electric Knives& Can Openers**              **1.38%**



# Category Consumer

**The small appliance category is one that is shopped by both male and female consumers.**

**While shoppers will shop multiple classes of trade for small appliance items, replacing critical items such as a coffeemaker, for example, will become a matter of convenience.**

**Category sales remain flat for the firsts 3 quarters of the year with significant spikes during the 4<sup>th</sup> quarter holiday gift giving season.**



# Category Trends

**Sales in the small appliance category will increase significantly during the 4<sup>th</sup> quarter holiday season for 2 primary reasons:**

- **Small Appliances are needed for preparation of the meals for holiday family gatherings.**
- **Small Appliances are good holiday gift giving items.**



# Top Selling Items

Blenders/Mixers/Choppers			
Rank	L&R Sku #	Description	Mfg #
1	146667	PS Hand Mixer 5 Speed	8750838
2	146622	PS Food Chopper 1.5 Cup	8750837
3	173618	PS Blender White 8 Speed	V58130
4	220414	HB Hand Blender	H59738
5	190723	HB Single Serve Blender	HM51101

Coffee Makers & Grinders			
Rank	L&R Sku #	Description	Mfg #
1	190619	PS 12 Cup Coffee Maker White	PS43501
2	272970	MYJO Single Cup Coffee Maker	PO02835
3	146576	PS Coffee Grinder	8750836
4	178864	Mr Coffee 4 Cup Coffee Maker	VTF4
5	241683	PS 10 Cup Coffee Maker White	PS48351Y



# Top Selling Items

Cooking Appliances			
Rank	L&R Sku #	Description	Mfg #
1	203921	Belgian Waffle Maker 2 Square	PS26008
2	222319	CEM 6.5" Electric Skillet	WF23721
3	190617	PS Slow Cooker	PS33015
4	189442	Presto Fry Daddy	I05420
5	222207	Oster Rice Cooker 5 Cup Glass Lid	J004722

Toasters/Toaster Ovens			
Rank	L&R Sku #	Description	Mfg #
1	266052	PS 2 Slice Toaster Black	HB22612
2	266050	PS 2 Slice Toaster White	HB22611
3	204728	HB Toaster Oven Broiler White	H31116
4	286478	PS 2 Slice Toaster Black/Chrome	HB22622
5	266044	PS 4 Slice Toaster	HB24610



# Top Selling Items

<b>All Other Small Appliances</b>			
<b>Rank</b>	<b>L&amp;R Sku #</b>	<b>Description</b>	<b>Mfg #</b>
1	190622	PS Juicer 32 oz	PS66332
2	172315	PS Single Burner	V34101
3	190157	PS Electric Tea Kettle	PSK2070H
4	199166	Oster Electric Wine Cordless	41823
5	253087	Seal A Meal Vacuum Sealer	JC014614

<b>Irons/Steamers</b>			
<b>Rank</b>	<b>L&amp;R Sku #</b>	<b>Description</b>	<b>Mfg #</b>
1	220409	HB Iron Auto Off Stainless Steel	H14010
2	203856	PS Iron Non-Stick w/Adjust Steam	PS17291
3	220417	HB Durathon Iron, Augo Shut Off	H19701
4	222471	HB Retro-Style Iron	HB14200
5	190853	CA Iron Steam EZ Pressed	CA12745





# Top Selling Items

Electric Knives & Can Openers			
Rank	L&R Sku #	Description	Mfg #
1	190623	PS Can Opener Black	PS75217
2	146491	PS Can Opener White	8750834
3	216767	PS Electric Knife	HM74311
4	239558	Walk N Cut Opener	HB76501G
5	273743	Sure Cut Can Opener White	PS76370P



# New Planograms

**Small Appliance planograms are available in the following 4 sizes:**

- **4 ft x 66” Small Appliances      Quote #630858**
- **8 ft x 66” Small Appliances      Quote #630857**
- **12 ft x 66” Small Appliances      Quote #630855**
- **16 ft x 66” Small Appliances      Quote #630854**

