



VillaWare range

Prepared for ACTION

Small domestic appliances are bucking economic trends as people spend more time preparing food rather than spending money going out to eat. Simon King reports

DESPITE the economic downturn, the small domestic appliance category has fared well, while other categories have suffered.

With rising raw material costs and fluctuating currencies, the small domestic appliances market has gone through a meteoric change, however, a change in consumer habits – brought on by the recession, which has helped the market in these challenging trading times.

Alice Mariere, marketing manager for VillaWare and Crock-Pot slow cookers, says: "The SDA market has been one of the few that has remained stable and the small kitchen appliance sector has actually shown solid recovery since March 2009." She says that as consumers cut back on dining out, more are preparing food and drink at home, which is underpinning growth prospects in the small kitchen appliances sector.

Guy Weaver, chief executive of Appliance365, says that product life cycles have reduced on SDAs, which he says, means "consumers are taking the opportunity to refresh their kitchens rather than overhauling the complete suite of appliances".

At a time where factories are being forced to charge more for products or risk going to the wall, the UK's largest retailers, particularly the supermarket chains and discount retailers, are offering cheap and cheerful products, which are sold at a loss but generate significant footfall.

However, there is good news for retailers of premium appliances.

Mr Weaver continues: "The market has become increasingly polarised, with supermarkets selling very low-cost, entry-level appliances, while the top end of the market also continues to do

The top end of the market also continues to do well, driven by design and innovation

well, driven by design and innovation."

At Yorkshire-based distributor EPE International, Harry Singh, the company's financial director, reports that the company is currently growing "at a sustainable rate with new innovative ideas".

Mr Singh says: "Our new Master Cook Shop catalogue and unique showroom, with a live cooking station, provides the customer range reviews with demonstrations for the buyer and his merchandisers to believe in the concept."

In the past 12 months, kettles, toasters and food-preparation appliances have performed well. According to GfK, the kettle and toaster market in the UK grew by 1.4 per cent and 5.9 per cent respectively last year.

Kate Rolton, De'Longhi's brand manager, says that growth in this category can be attributed to metal kettles and four-slot toasters fast becoming "kitchen essentials" for UK consumers.

"It is also thanks to the continued design and innovation improvement the category is seeing, which entices shoppers into the category and encourages them to trade up," she says.

Lesley Woolmer, the Otter Group's group sales controller, says that the market is "very buoyant" at present.

"Sales of controls and elements suggest sales of end products, such as kettles, are very buoyant," she says. "Otter did not see any slowdown in sales after the traditional Christmas peak."

Domestic coffee machines are currently seeing huge growth, with sales of espresso coffee machines increasing in volume by 20 per cent, according to GfK.

De'Longhi's Ms Rolton says: "The growth indicates that consumers are beginning to embrace coffee culture and are looking to have a coffee machine in their own home, although there is still plenty to do in terms of educating consumers about the different types of machines."

Ms Rolton claims that in the domestic coffee-machine market, customers are increasingly recognising the benefits of bean-to-cup coffee machines.

She says: "Bean-to-cup machines come at a higher price point, so retailers need to be able to advise customers on the key benefits. Customers may want a demonstration before making an informed decision."

Swan has launched what it describes as a 21st century version of its signature product, with the Swan electric automatic Teasmade (STM100).

Rob Wileman, Swan's commercial director, says: "It is our intention to totally rejuvenate the Swan brand in the UK. The Swan Teasmade was one of our most successful selling electrical products and it seemed only fitting that we should give this classic a 21st century makeover."

Otter Group's Ms Woolmer points out that energy-saving remains important. She says: "Otter Control's new bi-temp control, which works in collaboration with their energy-saving printed elements, allows the consumer a choice of temperature, either to boil or eco mode."

Home cooking remains a major growth area in the small domestic appliances market.

Appliance365's Mr Weaver says: "The trend towards healthier eating has meant that more consumers are making their own food, in particular bread and cakes, so that they



Kenwood FP980

know exactly what ingredients have gone into them.

"The popularity of celebrity chefs continues to grow, with cooking programmes consistently earning high ratings on television."

At Groupe SEB, Tefal, through its partnership with Jamie Oliver, has launched a new concept in cooking, which, it claims, allows a complete meal to be cooked up to 70 per cent quicker than conventional means.

The company says that the Jamie Oliver MultiCook by Tefal can cook meals, such as pot roast chicken, in 25 minutes as opposed to one hour and 30 minutes in an oven.

Alex Meir, Groupe SEB's marketing manager, says: "The first part of the Jamie Oliver electrical range was launched last year and has proved to be a success with retailers and consumers alike."

Staying with celebrity chefs, the Gordon Ramsay range from Sensio Home is selling well, according to the company.

The Gordon Ramsay Professional range consists of a collection of electrical professional food-preparation products in a die-cast and stainless steel finish. These include a stand mixer, food processor, blender and two hand blenders, a griddle and grill and a convection oven with grill.

Kenwood claims that it leads the way in kitchen

innovation, as it introduces six new models to its Triblade hand blender range. Mark Swift, Kenwood's marketing manager, says the new models are set to further boost Kenwood's share of the hand blender market and adds that it is supporting the launch of the Triblade range with our first national TV campaign for three years.

Meanwhile, Kenwood has launched its "best food processor yet", the Multipro Excel (FP980), which Kenwood says is perfect for any keen cook with its sturdy design and 1,200 watt motor

Jarden Consumer Solutions says it spent two-and-a-half years developing the VillaWare range and the company says each product has "advanced features so that consumers enjoy an exceptional culinary experience when they are using them".

The VillaWare range includes a blender, food processor, juice extractor, espresso maker and filter coffee maker. In slow cookers, the company claims it has a unique sauté feature in the Crock-Pot Sauté Slow Cooker collection.

Amid growing uncertainty about whether the UK will dip back into recession, the future of the SDA market looks encouraging. The real winners in retail will be those stores that can demonstrate products and explain technologies to consumers.



Below, left to right:
Crock-Pot sauté slow cooker;
Tefal Jamie Oliver MultiCook;
Gordon Ramsay Grill
and Griddle

EPE UK's Leading SDA & Cookware Distributor

EPE have secured an Exclusive Distribution agreement with Kenwood, To distribute the New Range of Kmix SDA products to the Independent sector.

The Kmix Range has now expanded from being the award winning kitchen machine, table blender and food preparation products, to incorporate a matching kettle, toaster and filter coffee machine. Initially in raspberry the other two colours of peppercorn and almond will be following later in the year.

Our NEW Master Cook Shop Catalogue (Electrical and Cookware) to be released soon. This expands over 90 pages and lists full ranges of the EPE portfolio, Edition 3 has lots of new products and great features.

The Master Cook Shop Events held by EPE – April 2010 and September 2010

This is just one of the things that makes EPE unique—our complimentary product demonstrations! with a buying opportunity on promotions run by ourselves and the Brand manufacturers.

A qualified Chef and our sales managers utilize the live cooking station to demonstrate the unique performance capabilities of our brands. With a menu prepared to highlight specific appliance features, you can learn about our Electrical and Cookware ranges. You may even pick up a few cooking techniques along the way. These demos are both fun and informative—not to mention delicious.

For further information and opening days please contact Chrystal@epeinternational.com or phone 01484 450 888



Meet The
kMix
Family ●●●



EXCLUSIVE