

Home Heats Up!

While many in the U.S. stayed close to home in 2020, in line with COVID-19 precautions, the home industry benefited. A range of new and urgent consumer needs arose, and consumers also refocused on comfort-oriented, home-based activities. In addition, the rise of schooling and working from home and restaurant restrictions led consumers to prepare more foods on their own, making the kitchen a high-priority space in the home. All of this set the stage for historic home-products growth. **What should you expect for home categories in 2021?**



Kitchen appliances sales have reached +\$9.23B this year.

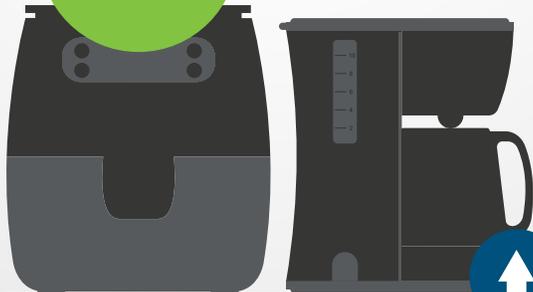
Our analysts expect to see a dip to \$8.80B in 2021, but sales will remain above those in 2018 and 2019.

As interest in baking grows, hand and stand mixers are expected to remain strong in 2021, with incremental sales driven by innovation and replacement opportunities.



Toaster ovens and air fryers will continue their surge in 2021.

Both categories should grow at least +\$100M over the 2020 and 2021 holiday periods.



Coffee/espresso maker sales through 2021 should outperform 2019, as many consumers continue to work from home.

Single-serve brewing systems will sustain their growth throughout 2021, becoming a home staple.

Increased household penetration of both cookware and bakeware will slow sales through 2022, reversing 2020's highs.



Moving into 2021, consumers still will have needs favorable to the home industry. Due to increased household penetration of top-growing home products, innovation and replacement parts will drive sales into the new year. Explore how consumers are shopping, cooking and eating, and grooming at home to find new ways to grow your business. Understand emerging trends and their impact on shopping behaviors with the **Future of Home** report, covering over 140 subcategories.

Source: The NPD Group/September 2020 U.S. Home Forecast

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