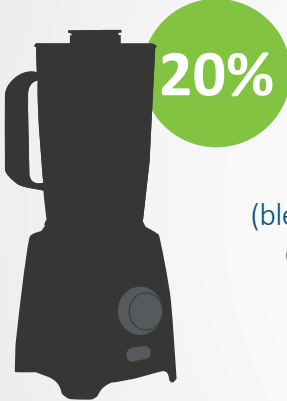
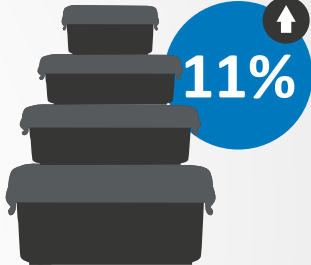


# Canadians in the Kitchen!

Kitchen appliances were up 6% in 2019, contributing to overall retail sales growth. Canadians are still purchasing appliances for food preparation and storage. While overall sales were flat (+1%), there are some growth areas to focus on in the year ahead. **See what we're seeing ...**



**Motor-driven appliances**  
(blending/mixing/processing/juicing)  
drove 20% of kitchen appliance  
sales in Canada.

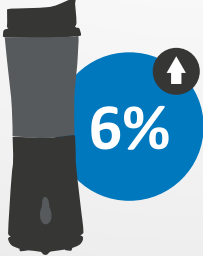


Traditional food storage grew 11%,  
connected to the trend toward  
at-home meals.

**Canadians' appliance purchases show there is still an interest in preparing meals at home.**



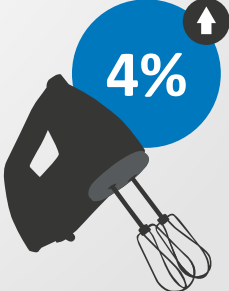
Masticating juicers



Single-serve blending  
& processing



Traditional food  
processors



Hand mixers

**Your recipe for success:** The NPD Group can provide expert insight about exactly what's happening in small appliances, helping you determine the size of your opportunities, react quickly to changing market conditions, and get a clear view of consumer preferences.

Source: The NPD Group/Retail Tracking Service, 12ME December 2019

Get more insights like this. Visit [npdgroup.ca/go/housewares](http://npdgroup.ca/go/housewares) or email Chris Kastein and [chris.kastein@npd.com](mailto:chris.kastein@npd.com)

