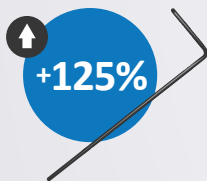


Eye on Home Entertaining in Canada

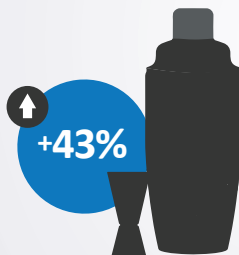
About three-quarters of housewares categories we track grew in the 12 months ending September 2019. Sales of total housewares were up 1% over last year. We've got our eye on entertaining gadgets, cutlery, and bakeware. **Here's a closer look.**

Entertaining Gadgets: +20%

Reusable straws



Barware



Cutlery: -1%

Carving/Chef

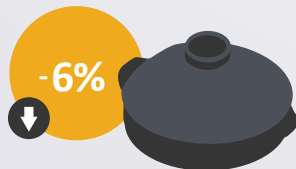


Santoku



Bakeware is flat, with sales shifting from singles to sets.

Open stock



Sets



What will the Holiday 2019 outcome be for the categories that matter most to your business?



You know your results. But how will you do compared to the rest of the Canadian housewares market? Did you get your fair share? We can tell you.

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

Get more insights like this. Visit npdgroup.ca/go/housewares or email chris.kastein@npd.com.

