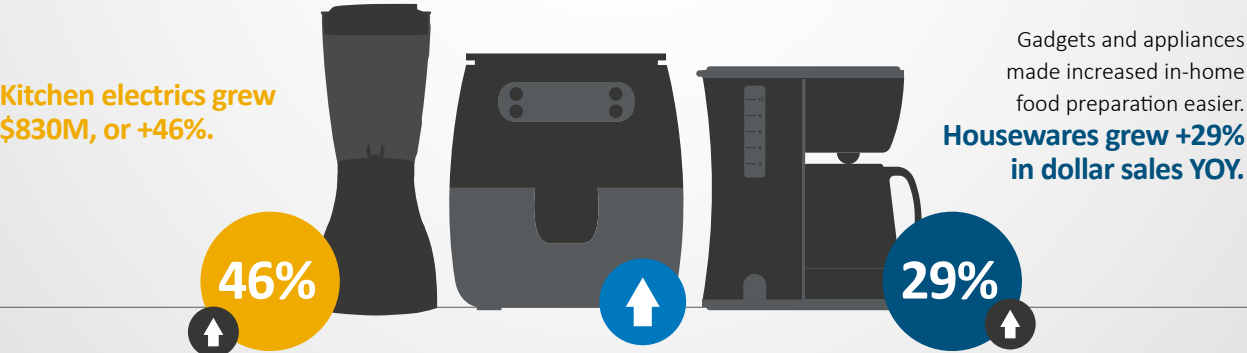


# Home Heats Up!

With a significantly growing need for convenience and dramatically shifting in-home behaviors, smart appliance ownership and gadget adoption have skyrocketed this year. In many ways, kitchen trends moved years into the future over the span of a few months. **Let's take a closer look at U.S. home category performance during the March to early-July COVID-19 period.**



In July, consumers used appliances more often to start and end their days as compared to the year before. **Coffee makers, blenders, toaster ovens, microwaves, air fryers, and multi-cookers all benefited from the COVID-19 stay-at-home advisories.**

Almost 9 out of 10 kitchen electrics and housewares categories posted growth from mid-March through July. This is attributed to heightened needs for safety, at-home meals, grooming, pet care, and “retail therapy.” Spending more time at home has made consumers rethink their spaces. More insights about convenience in the home, generational differences, and the home industry outlook can be found in the latest edition of our **Inside America's Kitchens** report.

Sources: The NPD Group/National Eating Trends\* and Retail Tracking Service, March 15 – July 4, 2020

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