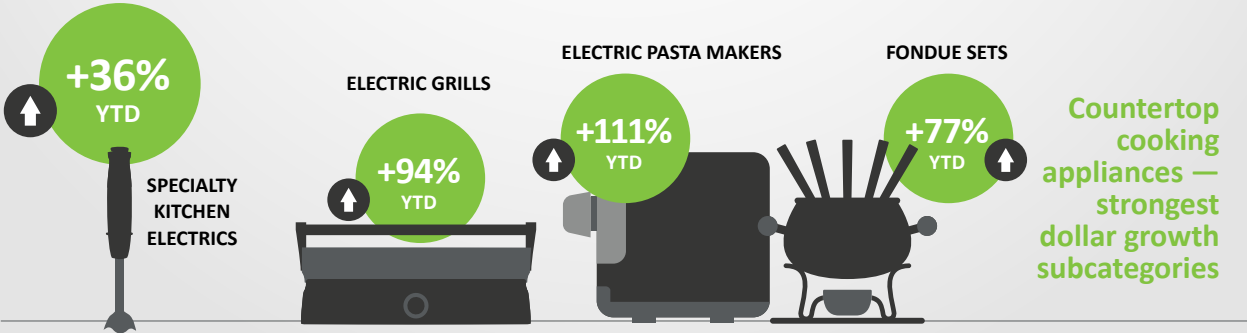
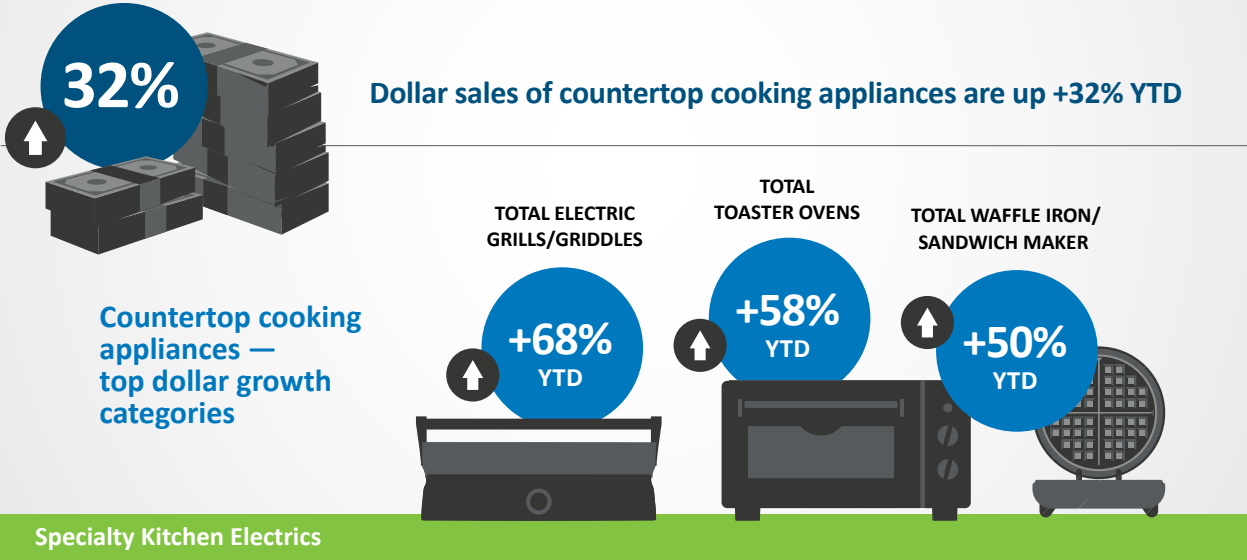


# Countertop Chefs

With people spending more time at home, the kitchen has become an even more important center for entertainment and nutrition in the home. To aid meal preparation, U.S. consumers have added new appliances to their kitchen countertops. **Here's a closer look at kitchen electrics top dollar growth categories:**



U.S. consumers are rethinking their spaces to cater to their newfound at-home hobbies, gathering appliances to help them easily prepare convenient meals. With reliable data and expert insight about exactly what's happening in small appliances, you can understand what consumers are eating, how they're preparing food, and how they're using new tools in the kitchen.

Source: The NPD Group/Retail Tracking Service, YTD November 28, 2020

Want more insights like this? Contact your NPD account representative, call 866-444-1411, or email [contactnpd@npd.com](mailto:contactnpd@npd.com).

