



**IC Market Forecast®**  
Small Kitchen Appliances  
in Europe

Benefits	Page 03
Market Structure	Page 04
Methodology	Page 07
Content of the Report	Page 10
Sample Charts	Page 11
Prices	Page 16
References	Page 19
Contact	Page 20
Order Form	Page 21

# Your Benefits at a Glance

- ✓ Overview of the development of the **total market** and the **individual segments**.
- ✓ **Market Forecasts** for all product groups, segments and regions for the upcoming three years, based on our econometric models. Detailed display for:
  - Total Market
  - Product Groups
  - Price Ranges
  - Distribution Channels
- ✓ Information about the most important **Factors of Influence**.
- ✓ Graphic Presentation of the results facilitates the development of your own strategies.



# IC Market Forecast® Small Kitchen Appliances in Europe

## Market Structure

Austria	Benelux	France	Germany	Italy
Nordics	Poland	Spain	UK	Others on demand

## Market by..

Product Groups	Price Range*	Distribution Channels
Countertop Grill	Economic	Direct & Others
Electric Gas	Standard	Specialized Electronic Stores
Breadmaker/Small Convection Oven	High End	Large All-in Stores
Microwave		Online Retailers
Blender		
Hand Single Serve		
Food Processor Kitchen Robot		
Toaster		
Food Grinder		

Each product is shown together with overall development for past 3 years and next 3 years as a forecast.

Price Range is displayed according to actual retail prices for main product groups (see pg. 6)

In case of need for more specifications, we are glad to adjust the structure specifically to your needs.

## Product Groups

### Microwave

An electric oven that heats and cooks food by exposing it to electromagnetic radiation in the microwave frequency range.



### Blender

A kitchen appliance used to mix, pureé or emulsify food and other substances. A stationary blender consists of a blender jar with a rotating metal blade at the bottom, powered by an electric motor in the base.



Hand Blender



Single Serve Blender



Food Processor



Kitchen Robot

### Breadmaker/Small Convection Oven

**Breadmaker** - A home appliance for turning raw ingredients into baked bread.

**Small Convection oven** - Convection ovens distribute heat evenly around the food, removing the blanket of cooler air that surrounds food when it is first placed in an oven and allowing food to cook more evenly in less time and at a lower temperature.



### Toaster

An electric small appliance designed to toast sliced bread by exposing it to radiant heat.



### Countertop Grill

A cooking appliance that resembles a griddle but performs differently because the heating element is circular rather than straight (side to side). This heating technology creates an extremely hot and even cooking surface, as heat spreads in a radial fashion over the surface



### Food Grinder

A kitchen appliance for fine chopping ('mincing') and/or mixing of raw or cooked meat, fish, vegetables or similar food.



## Distribution Channels

### Direct & Others

Direct sales to the end user, through company stores and online sales.

### Specialized Electronic Stores

Specialized stores selling only electronic products of many different brands, also through their websites.

### Large All-in Stores

A large store that sells many different products in different sections, e.g. Tesco, El Corte Ingles.

### Online Retailers

Product sales on the internet by online retailers, including specialized electronic online retailers and all-in online retailers, e.g. Amazon, Media Markt.

## Price Range\*

### Economic

### Standard

### High End

### Countertop Grill

Up to 70€

71€ - 200€

From 201€

### Breadmaker/Small Convection Oven

Up to 80€

81€ - 120€

From 121€

### Microwave

Up to 100€

101€ - 300€

From 301€

### Blender

Up to 50€

51€ - 100€

From 101€

### Toaster

Up to 70€

71€ - 200€

From 201€

### Food Grinder

Up to 30€

31€ - 50€

From 51€

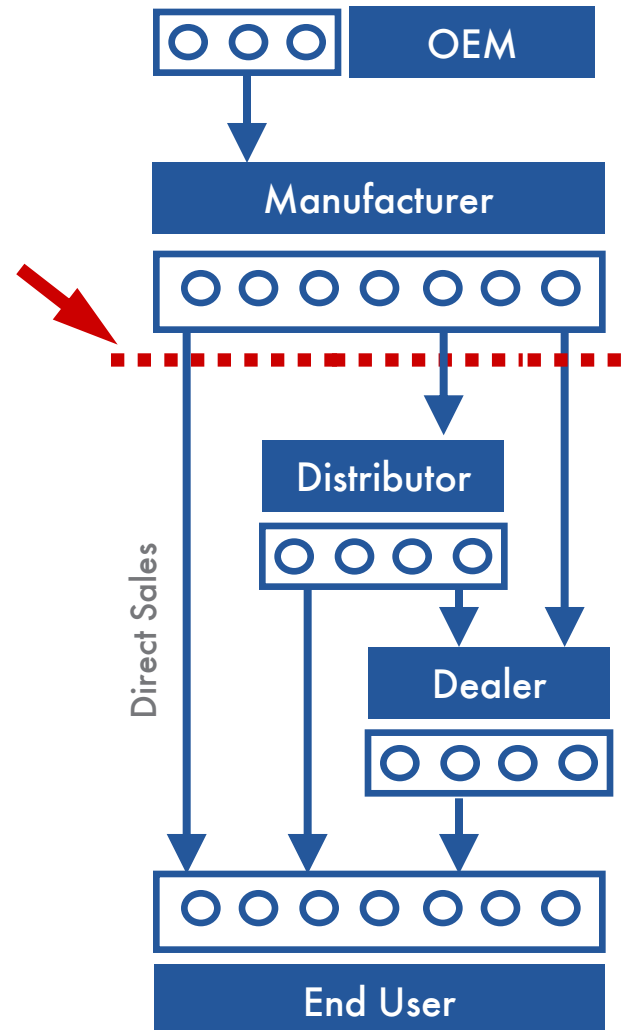
\* measured at retail price level

# Primary Survey of Manufacturers & Experts As a Basis

Interconnection measures the total sales at street prices without VAT per branch to the first buyer (without OEM)

Sales are segmented by the first distribution partner.

**\*\*\* Prices for price range groups are measured at end level – price which is being paid by customers. Whereas, value for total market is measured as displayed above.**



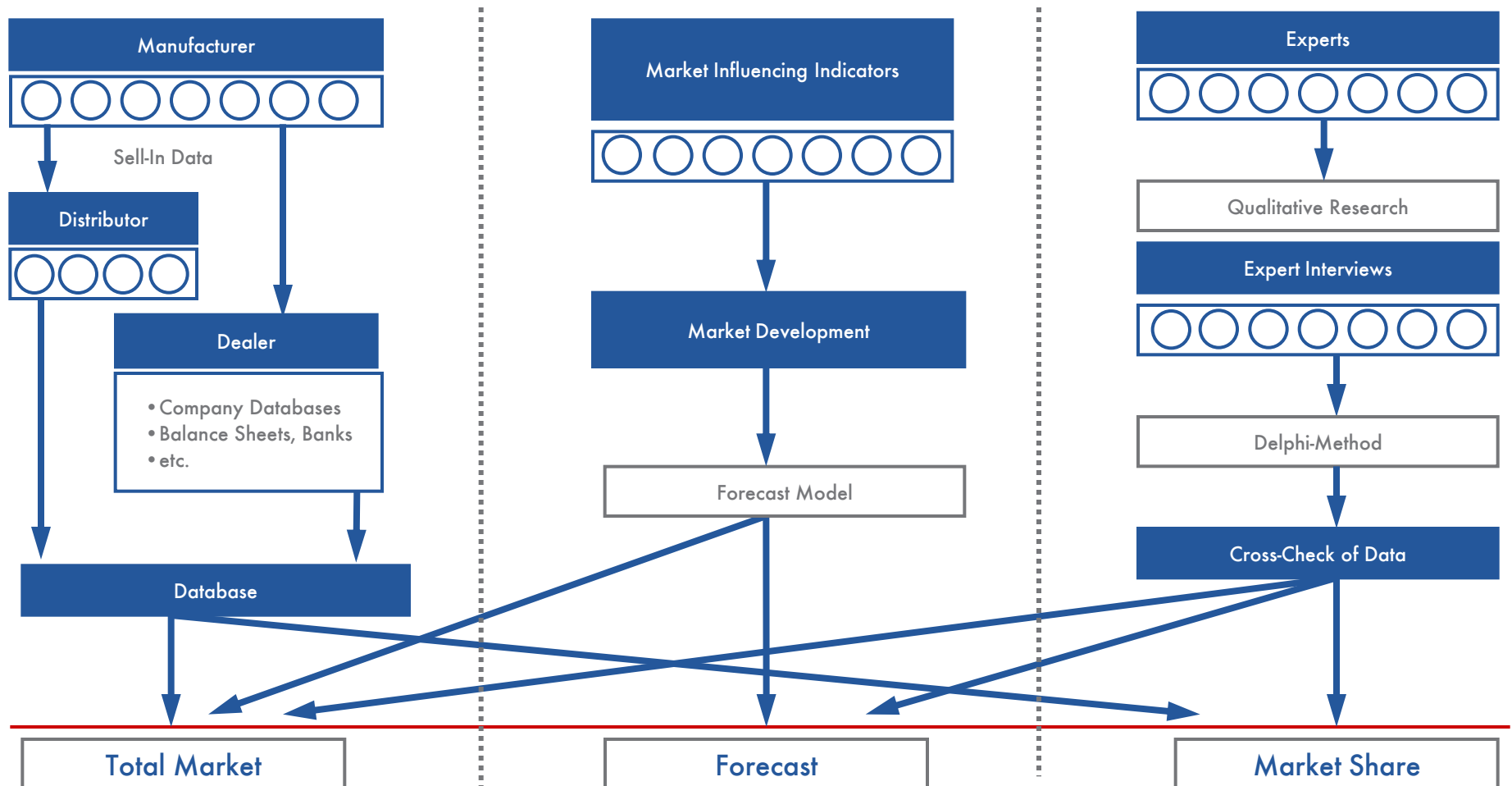
The basis for the analysis were interviews conducted with the most important manufacturers of the branches, who donated information through written questionnaires or telephone interviews. In return, cooperating companies receive parts for free, which guarantees a high rate of return.

Interviews with distributors and specialized dealers act as a cross-check of the data. In addition, investigations of listings and average prices are carried out.

# Base of Primary Research by Manufacturers & Experts

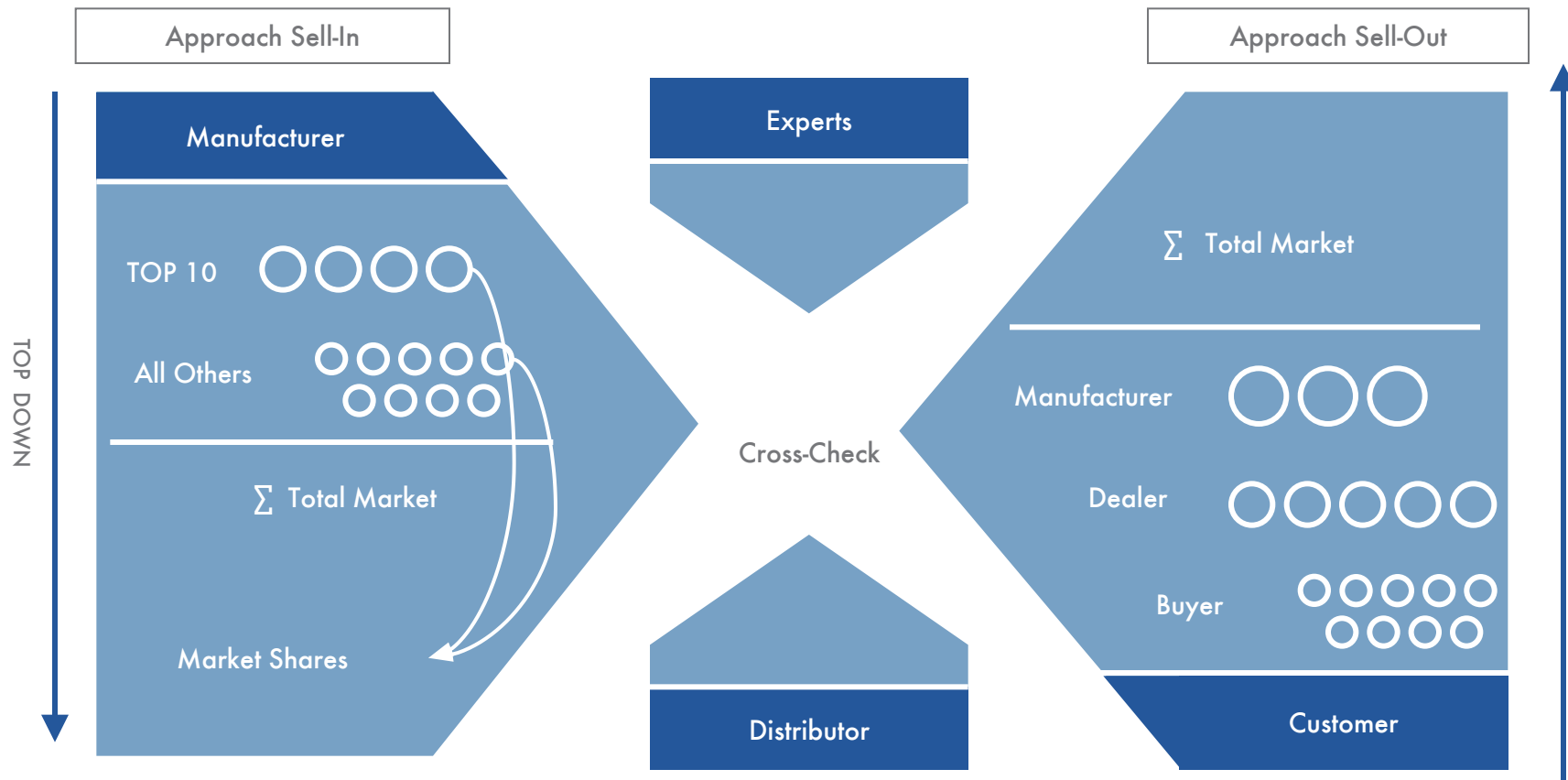
Description Structure of Survey Methodology

Methodology





# Data of Manufacturers Aligned with Market Calculation



# Contents of the IC Forecat® Small Kitchen Appliances in Europe

*The IC Market Forecast® is modularly built and consists of the following sections:*

Content

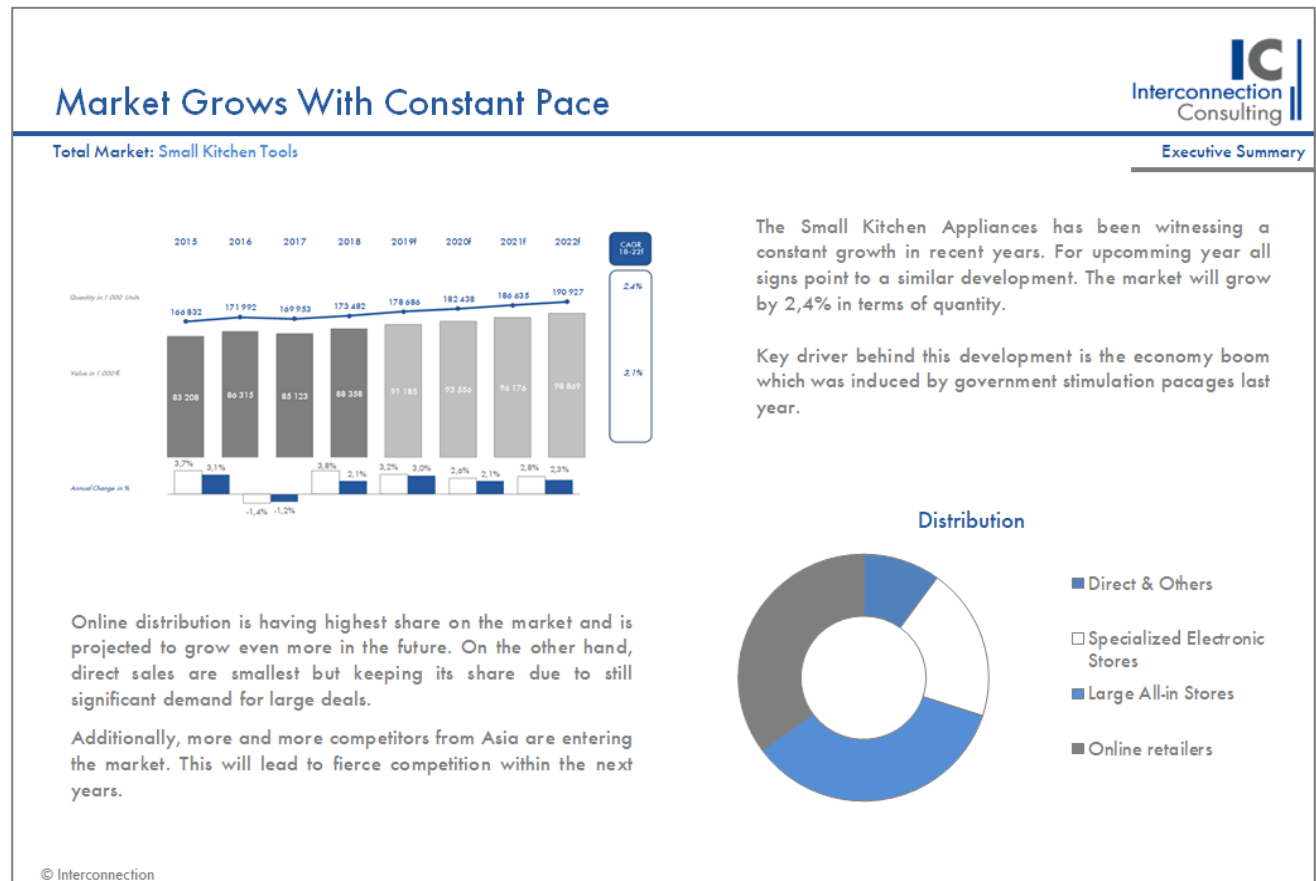
- The **Introduction** shows the definition and demarcation of product groups, regions, and methodology as well as the objectives of the study.
- The **Executive Summary** gives a short overview of the results of the study and analyses key facts.
- As an introduction key factors influencing the market are analysed in the **Economic Environment**: You will find the most important data on consumer behaviour, main economic indicators, etc.
- The **Total Market Analysis** shows the development of the market surveyed by value and quantity in different dimensions, such as regions, product groups, and ways of distribution. A forecast for the next years is an essential part of this analysis.
- Finally, all data are documented in the table section, also called **Facts & Figures**. Here you will find all absolute and relative sales figures of the top companies in order to check our results. Company profiles provide you with further practical information on the main companies in the market.

# Executive Summary at the Beginning of the Report

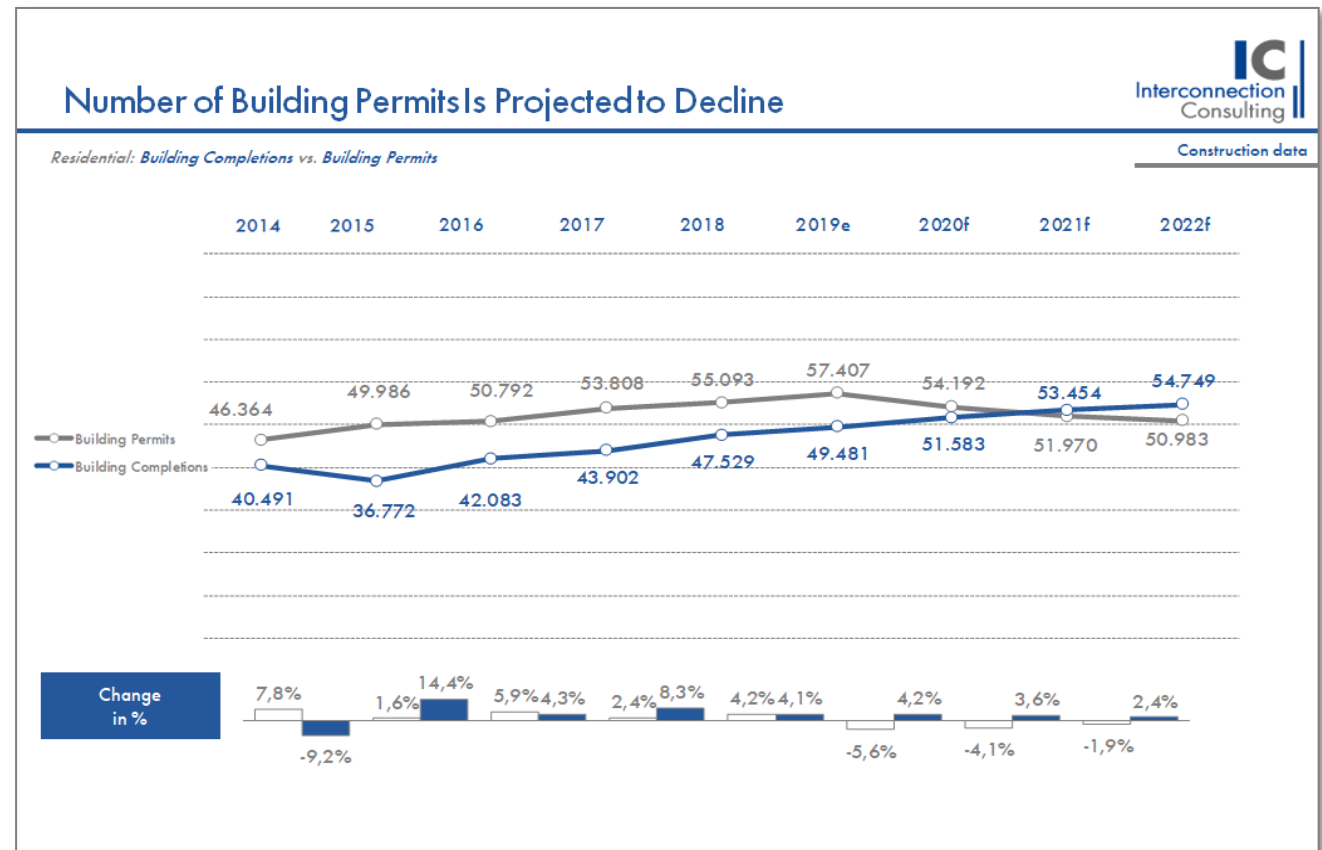
Total Market: Small Kitchen Appliances

Sample Charts

- ❑ *The executive summary comprises all relevant information of the report in detailed and precise manner.*
- ❑ *This chart shows sample figures.*

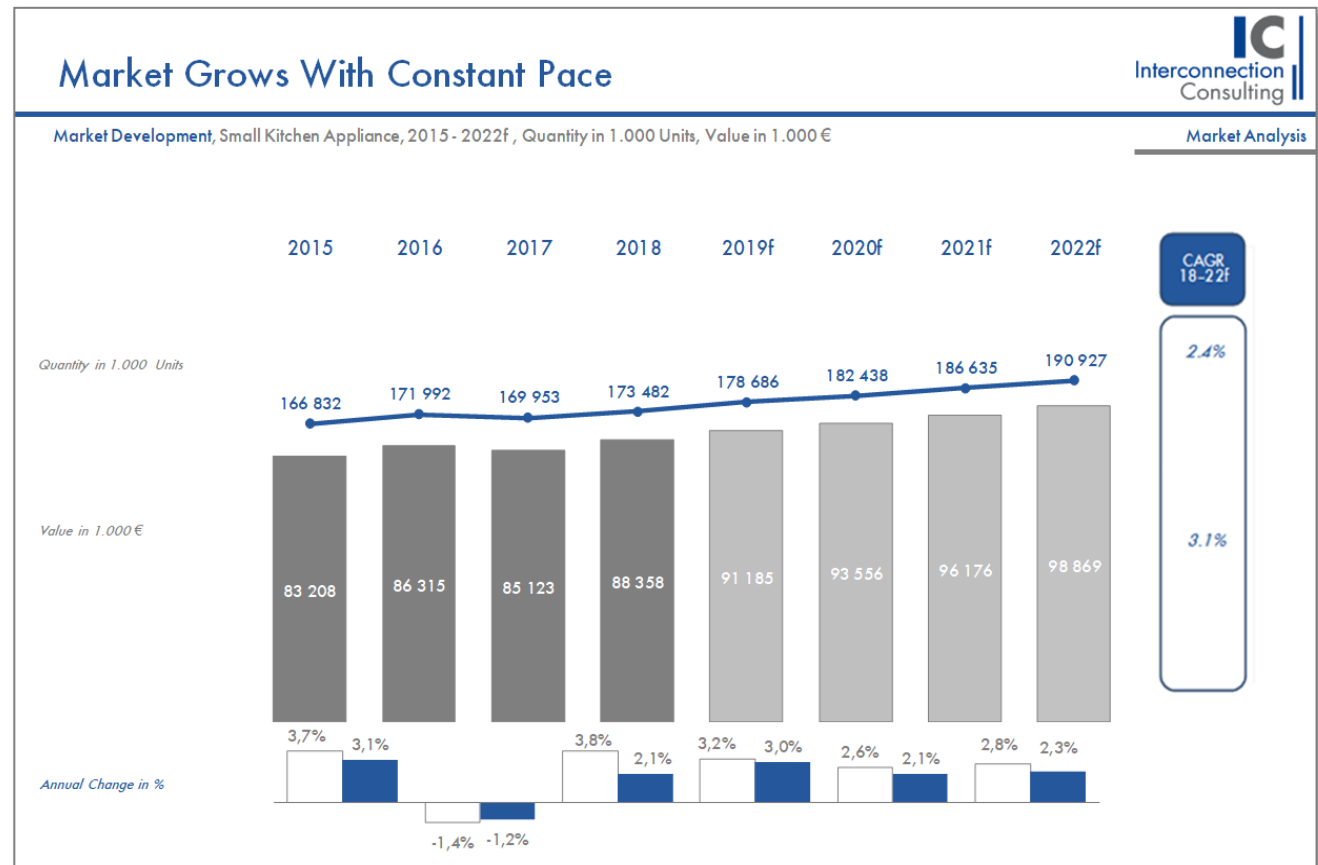


- ❑ The data for the market environment consists of main factors such as general economy data, demography, income statistics and sentiment indicators.
- ❑ This chart shows dummy figures.



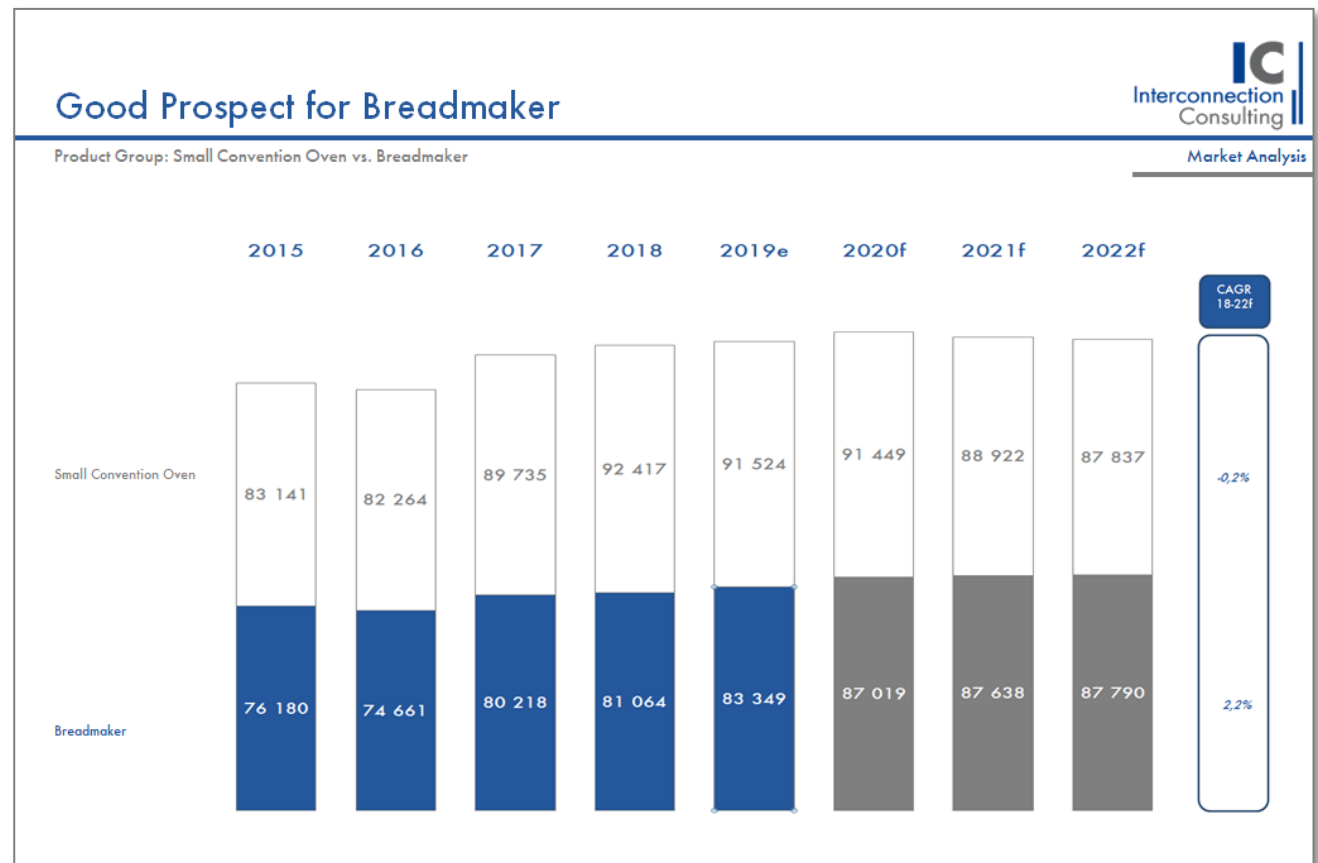
# Total Market Development and Forecast

- ❑ Overview of the total market until the current year and forecast for the upcoming three years.
- ❑ This chart shows dummy figures.



# Trend-Analysis Regarding Product Groups, etc.

- ❑ Overview of the different product groups, their distribution channels, segments including trends for the upcoming three years
- ❑ This chart shows dummy figures.



# IC Cockpit-Solution

## Online Tool with Interactive Dashboards Presenting the Data

A picture says more  
than 1000 words

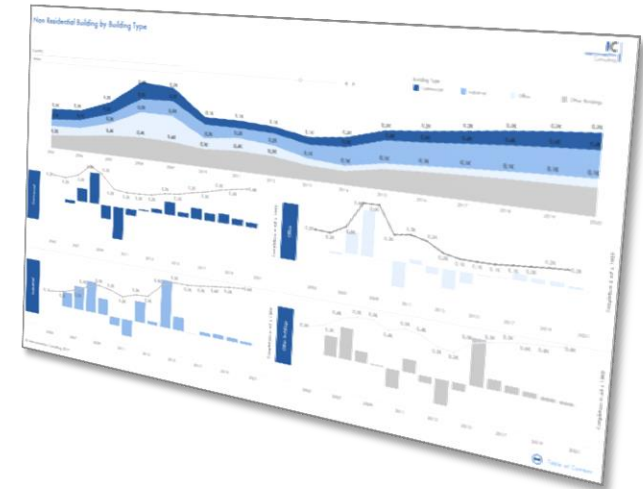
- Complex correlations are visualized in the form of geo-, tree maps, bars etc.

Interactive Dashboards

- Use interactive dashboards for quick implementation of the data, for potential estimations, for sales control, for success measurement etc.

Easy online  
accessability

- Market data are available wherever you have internet access
- You can also export the data as .jpg, .csv or .pdf file



*Software license costs are EUR 600,- in case of purchase of one country report. Software license costs are included when more than one country report are purchased.*

# Prices

	Subscription*	IC Single Issue	Scale of Discounts	
Single Region	€ 2.950,-	+25% for Single Issues	€ 6.000	-10%
Single Special Country**	€ 3.950,-		€ 9.000	-15%
Europe Top 9***	€ 18.499,-		€ 12.000	-25%
			€ 18.000	-30%

Available Countries	Austria	Benelux	Germany	France	Italy
	Nordics	Poland	Spain	UK	Others on demand

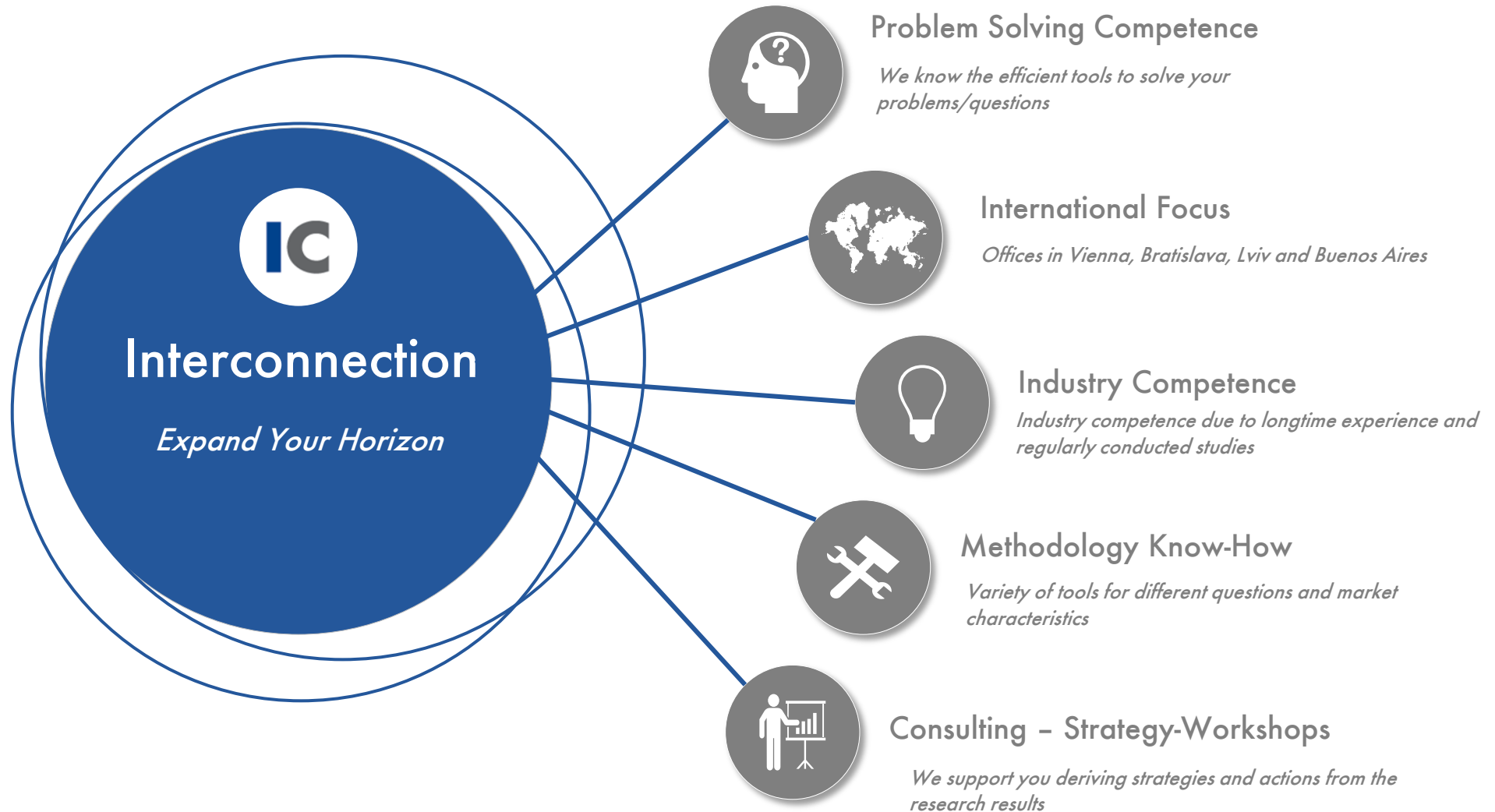
**Extra: upon request we are able to upgrade given version to MARKET TRACKING (+% shares of leading companies, competition analysis)**

\*IC Subscription: 20 % price advantage compared to single issue . The subscription can be cancelled after two purchases of the study, but not later than 31<sup>st</sup> December in the year in which the last study has been received. If the subscription is not cancelled, it is extended by one more year. The price is the individual price for at least two orders of the study (order year and the following year). Price changes must be announced by Interconnection at least six weeks before 31<sup>st</sup> December.

\*\* Any region/country besides EU countries, Argentina, Chile, Brazil, Switzerland

\*\*\*Price special, no further discounts







## Chosen References



**BOSCH**



BAIN & COMPANY



**Deloitte.**



BNP PARIBAS

**SONY**

**HITACHI**



**pwc**



GRETSCH-UNITAS

**EPSON®**



**Panasonic**

**ottobock.**



McKinsey&Company

**SIEMENS**



**LG**



**KÄRCHER**

**BKS Bank**



If there are any questions please  
do not hesitate to contact us!

**Interconnection Consulting**

Dostojevského rad 11, SK -811 09  
Bratislava

**Jan Hudak – Business Development Consultant**

Tel: +43 1 375 00 15 12

Fax: +43 1 5854623 -30

hudak@interconnectionconsulting.com

**Andreas Erdpresser – Managing Director**

Tel +43 1 375 00 15 10

+421 2 20 748 248

Fax: +43 1 5854623 -30

erdpresser@interconnectionconsulting.com

Interconnection Consulting  
Vienna • Oberstdorf • Lviv • Bratislava

www.interconnectionconsulting.com



we show you the way

**Yes, we would like to order the  
IC Market Forecast® Small Kitchen Appliances**

(Please, print out the order form and mark your desired products)

Please choose from the available countries

☐ Germany

☐ Benelux

☐ Nordics

☐ Austria

☐ Italy

☐ UK

☐ France

☐ Spain

☐ Poland

☐ Subscription\* ..... EUR 2,950.- / Country

☐ Single Issue ..... EUR 3,685.- / Country

	Single Issue	Subscription*
20% price advantage		✓
IC Cockpit – Online Dashboard Solution	✓	✓
Interactive PDF	✓	✓
Full Flexibility – Within the sum of the subscription available country reports can be changed without any additional costs		✓
Web-Conference with the analyst free of charge		✓

**Billing Address:**  
(please fill in the data completely)

Company: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Post Code/Zip: \_\_\_\_\_

Country: \_\_\_\_\_

VAT identification number: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**Delivery Address:**  
(necessary if different from the billing address )

Company: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Post Code/Zip: \_\_\_\_\_

Country: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Date

Name

Signature

**\*Subscription:**

The price is the individual price for at least two orders of the study (order year and the following year). Price changes must be announced by Interconnection at least six weeks before 31<sup>st</sup> December. The subscription can be cancelled after two purchases of the study, but not later than 31<sup>st</sup> December in the year in which the last study has been received. If the subscription is not cancelled, it is extended by one more year.

**Terms of Payment**

Payable after receipt of invoice without discount or via Credit Card. General terms of business apply, as agreed; any disputes arising will be settled before a competent Vienna court of law. We claim copyright protection for the work. Distribution to third parties, duplication, publication or revision, even in part, is not permitted. In case of violation the company or persons placing the order agree to pay a contract penalty of one hundred thousand Euros in each case. All prices shown exclude sales tax. Interconnection reserves the right to use the clients logo as reference until revocation.

**Scale of discounts**

€ 6.000	-10%
€ 9.000	-15%
€ 12.000	-25%
€ 18.000	-30%