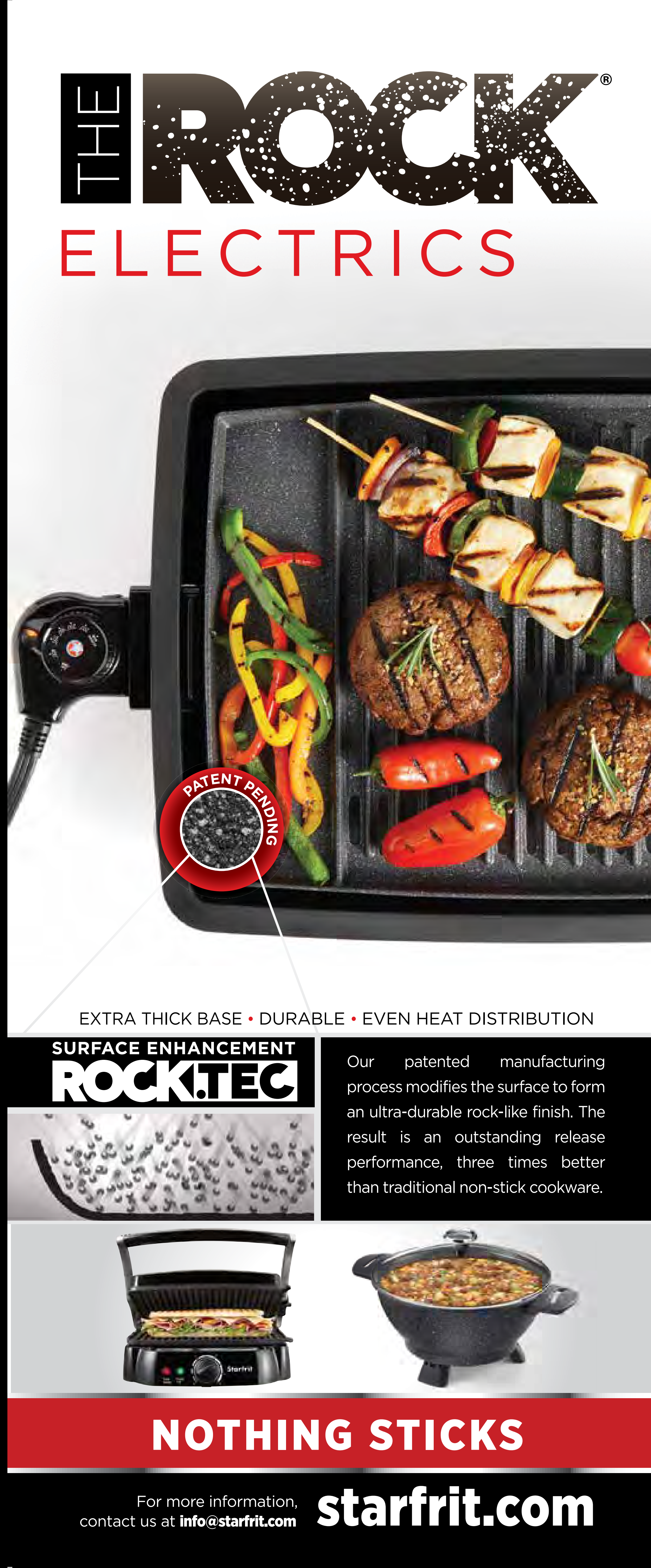
Supplement to

September 2020

HomeWorld Business

22nd Annual

Forecast 2021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Supplement to

September 2020

HomeWorld® Business

22nd Annual Forecast 2021

Exclusive Consumer Research Reveals Purchase Path For Home & Housewares

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HOMEWORLD BUSINESS

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From The Editor

Welcome to the 22nd annual HomeWorld Forecast, the longest-running, most comprehensive annual business-to-business study of housewares consumer purchase expectations.

The HomeWorld Forecast was launched in 1999 at a time when a fast-changing housewares retailing business craved a convenient, in-depth resource on consumer insights to direct marketing and merchandising strategies with enhanced precision.

The margin for error when it comes to gauging the consumer was already narrower in a judicious spending climate when the COVID crisis suddenly layered in dramatic new purchasing priorities and considerations. HomeWorld Forecast 2021 reveals how lifestyle needs and preferences altered or escalated by the pandemic will direct where consumer housewares dollars are bound next year in core categories.

The extensive survey was crafted by HomeWorld's editorial team to measure which products consumers expect to buy; how much they expect to pay; where they expect to shop; and what other factors could influence their purchase decisions. Expert analysis puts the survey results in the context of today's recalibrated, high-stakes marketing and merchandising opportunities.

Housewares data leader NPD Group, our longtime survey administrator of HomeWorld Forecast, once again provided a deep pool of active shoppers to which the annual HomeWorld Forecast survey was fielded. The HomeWorld Forecast survey delivers some 1,600 respondents for each category, a highly reliable, nationally projectable base of likely housewares purchasers.

The HomeWorld Forecast doesn't end with these robust, revealing survey results. This annual resource offers further insights into the next year's potential housewares marketing hot spots. There is a section profiling the Fastest Growing Housewares Categories, as determined by sales estimates reported in the annual HomeWorld Business Housewares Census. A special Categories To Watch section projects specific products to which retailers should pay close attention in the coming months.

As an added bonus, the HomeWorld Forecast presents results of an exclusive survey measuring how the pandemic has shaped consumer e-commerce purchase intent in housewares.

The availability of consumer shopping insights may be more widespread than they were when the first HomeWorld Forecast debuted 22 years ago. Used in its totality, however, the HomeWorld Forecast remains a comprehensive planning tool unlike anything else available in the business-to-business housewares arena.

Now more than ever, housewares retailers and suppliers depend on the HomeWorld Forecast as a one-stop resource to help map out their next moves in this new marketplace.

Good luck in 2021.

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2021 Events Calendar

January

January 6-9
International Consumer Electronics Show
Las Vegas Convention Center
Las Vegas, NV
cesweb.org

January 6-12
Dallas Total Home & Gift Market
Dallas Market Center
Dallas, TX
dallasmarketcenter.com

January 12-19
Atlanta International Gift & Home Furnishings Market
AmericasMart
Atlanta, GA
americasmart.com

January 17-19
Specialty Food Association Fancy Food Show
Moscone Center
San Francisco, CA
specialtyfood.com

January 24-28
Las Vegas Market
World Market Center
Las Vegas, NV
lasvegasmarket.com

January 31-February 3
Philadelphia Gift Show
Greater Philadelphia Expo Center
Oaks, PA
urban-expo.com

February

February 4-6
VDTA/SDTA Trade Show
Greenville, SC
vdta.com

February 7-9
NACDS Regional Chain Conference
Fort Lauderdale Marriott Harbor Beach Resort
Fort Lauderdale, FL
nacds.org

February 7-10
NY Now
Jacob Javits Convention Center
New York, NY
nynow.com

February 9-11
International Builders' Show
Orange County Convention Center
Orlando, FL
buildersshow.com

February 9-11
Kitchen & Bath Industry Show KBIS
Orange County Convention Center
Orlando, FL
kbis.com


The Inspired Home Show will be held August 7-10 at McCormick Place in Chicago.

February 19-23
Ambiente
Messe Frankfurt
Frankfurt, Germany
messefrankfurt.com

February 28-March 3
ASD Market Week
Las Vegas Convention Center
Las Vegas, NV
asdonline.com

March

March 3-6
Hearth, Patio & Barbecue Expo
Music City Center
Nashville, TN
hpbexpo.com

April

April 13-16
New York Spring Tabletop Market
41 Madison Avenue; 230 Fifth Avenue
New York, NY
41madison.com
230fifthave.com

April 17-21
High Point Market
High Point, NC
highpointmarket.org

April 20-23
Hong Kong Houseware Fair
Hong Kong Convention Center
Hong Kong, China
hktdc.com

April 27-29
Water Quality Association Convention & Exposition
Las Vegas Convention Center
Las Vegas, NV
wqa.org

May

May 11-13
National Hardware Show/Homewares Show
Las Vegas Convention Center
Las Vegas, NV
nationalhardwareshow.com

May 15-18
ICFF
Jacob Javits Convention Center
New York, NY
icff.com

May 25-27
Licensing Expo
Mandalay Bay Convention Center
Las Vegas, NV
licensingexpo.com

June

June 3-8
GMDC General Merchandise Marketing Conference
Hyatt Regency Dallas
Dallas, TX
gmdc.org

June 23-29
Dallas Total Home & Gift Market
Dallas Market Center
Dallas, TX
dallasmarketcenter.com

July

July 14-16
World Tea Expo
Colorado Convention Center
Denver, CO
worldteaexpo.com

July 20-22
International Casual Furniture & Accessories Preview Show
Merchandise Mart
Chicago, IL
casualmarket.com

July 25-29
Las Vegas Market
World Market Center
Las Vegas, NV
lasvegasmarket.com

August

August 7-10
The Inspired Home Show
McCormick Place
Chicago, IL
theinspiredhomehow.com

August 21-23
NACDS Total Store Expo
Denver, CO
nacds.org

August 22-25
ASD Market Week
Las Vegas Convention Center
Las Vegas, NV
asdonline.com

September

September 21-24
Casual Market (International Casual Furniture & Accessories)
Merchandise Mart
Chicago, IL
casualmarket.com

October

October 5-8
New York Fall Tabletop Market
41 Madison Avenue; 230 Fifth Avenue
New York, NY
41madison.com
230fifthave.com

October 16-20
High Point Market
High Point, NC
highpointmarket.org

About The Research

Inside the Study

HomeWorld Forecast 2021 presents the results of an exclusive comprehensive consumer research survey on housewares purchase intentions and preferences for 12 core categories.

The findings of this year's Forecast consumer survey, which was conducted by NPD Group exclusively for HomeWorld Business, are based on more than 2,000 responses per category.

The results of the HomeWorld Forecast 2021 survey provide housewares retailers and suppliers information with which to project future consumer behavior. Among the questions asked for each category tracked were: purchase preference by product type; purchase preference by retail channel (aided); purchase preference by retailer within retail channel (aided); and purchase price expectations.

In addition, questions specific to each category— such as style preference and configuration— were also asked.

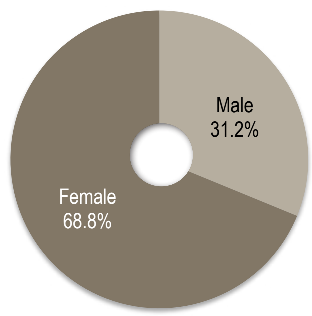
The HomeWorld Forecast survey is designed to provide housewares retailers and suppliers with insights into consumer purchase behavior. Applied in conjunction with previous years' studies, it can be used to track key trends shaping the housewares business.

DEMOGRAPHICS

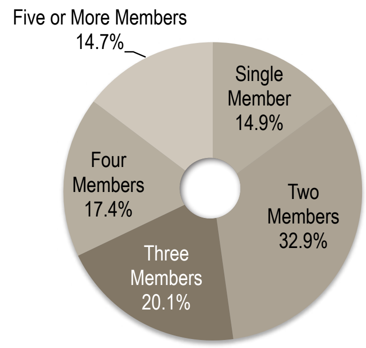
The HomeWorld Forecast 2021, conducted this year exclusively for HomeWorld Business by NPD Group, in many ways mirrors the demographic makeup of the American consuming public. On this page is a breakdown of this year's survey respondents based on key demographic criteria, including gender, age, income and marital status. This year's issue again includes a look at household composition and occupation in an effort to provide housewares marketers with yet another level of detail in their attempts to understand the forces that help shape consumer purchase decisions.

Demographics

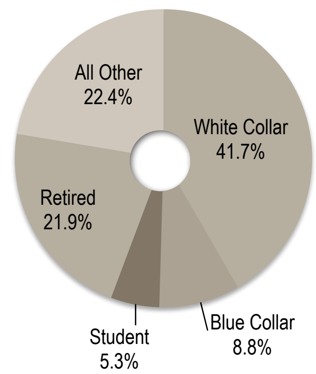
Gender



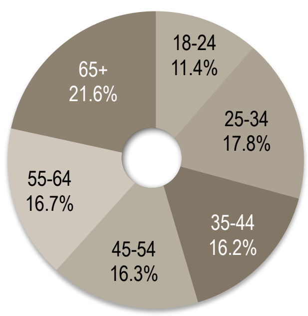
Household Size



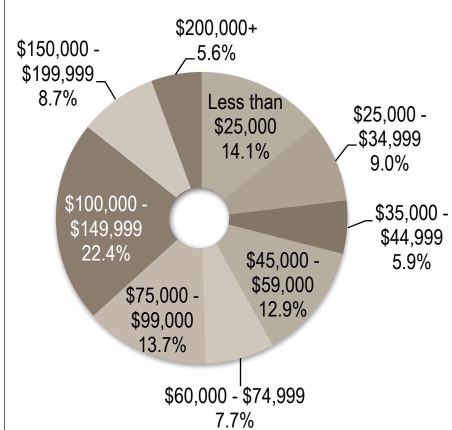
Occupation



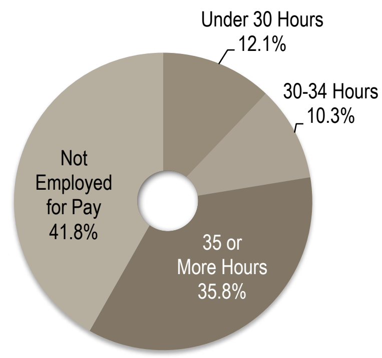
Age



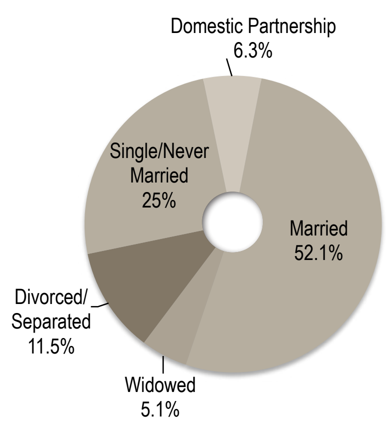
Household Income



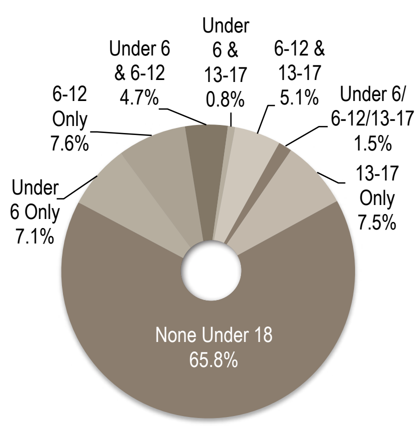
Employment



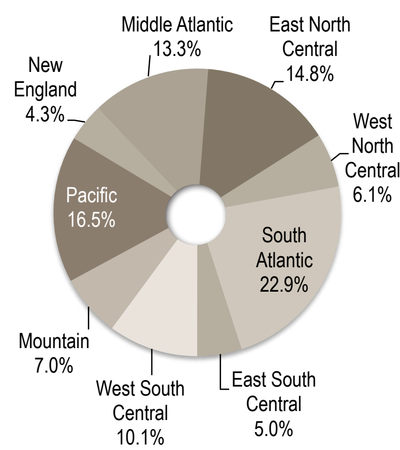
Marital Status



Age and Presence of Children



Census Region



HomeWorld Forecast Consumer Survey, conducted by NPD Group.

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The Housewares Consumer & E-Commerce

Consumer Survey

While consumers in years past appear to have found a comfort level with an omnichannel approach to shopping, as they blend visits to stores while using retailer e-commerce platforms and apps on their mobile devices, the coronavirus pandemic is accelerating those trends.

Consumers still seem to prefer shopping in stores, but coronavirus-wary shoppers are spending more of their time online in the safety of their homes, with 27.5% preferring to shop online.

Consumer lifestyles have also changed during the pandemic.In More consumers seem to be cooking more at home (57.9%) and they have increased their household cleaning as well (44.8%). The trend has seemed to benefit cookware, kitchenware and appliance sales categories, as consumers sheltered in place.

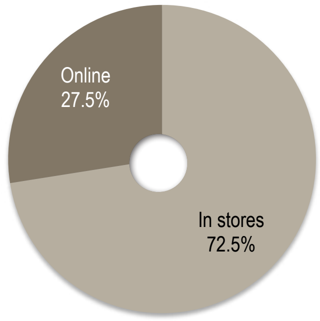
The pandemic has also led to more of a focus on health and wellness (27%) as well, driving sales of housewares in associated wellness, personal care and home health care categories such as air cleaners and water filtration products.

Looking forward, the move towards online shopping is expected to grow and the pandemic has substantially heightened consumer awareness of online shopping methods. Going forward, surveyed consumers said they expect to continue to increase their use of mobile devices, reliance on social media, use of search engines, direct shopping on websites and increased response to email promotions.

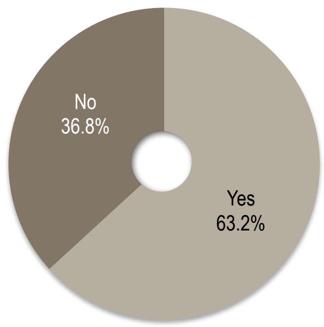
When asked what factors make the shopper more likely to purchase products in stores, this year consumers selected store cleanliness and safety as a key reason (26.2%). The growing reliance on home delivery and curbside pickup options (19.8%) also made the list this year, as retailers boosted those services during the pandemic.

On the other hand, consumers who prefer to shop online selected convenience (44.1%), avoiding crowds (40.8%) and fast shipping (38.1%) as key factors, a trend only expected to grow as consumers strive to safely shop. Personal safety was also selected by 20.8% of consumers who choose online shopping.

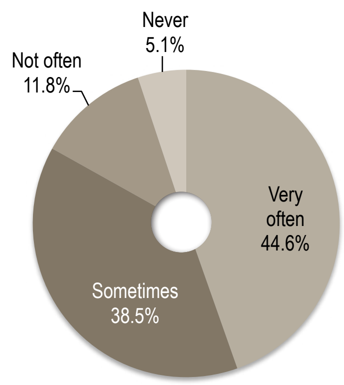
Before the pandemic, did you prefer to shop for home products in stores or online?



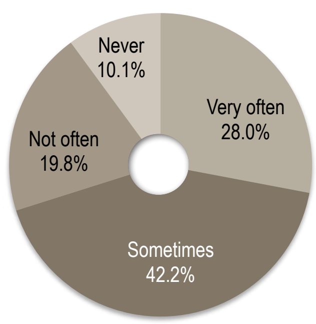
Are you more likely to purchase from an Internet site that also has brick-and-mortar store locations than from an Internet only site?



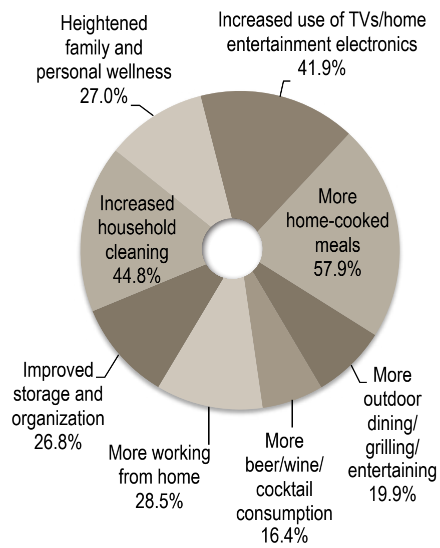
How often do you research products online before buying them in a store?



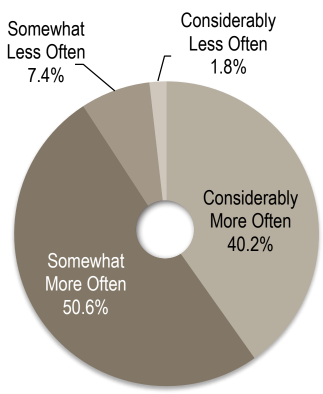
How often do you examine products in a store before purchasing online for a better price or another reason?



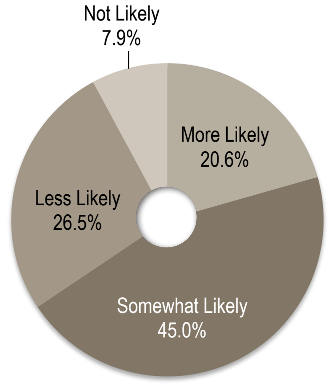
Which of following behavioral changes during the pandemic, if they apply to you, are you more likely to continue?



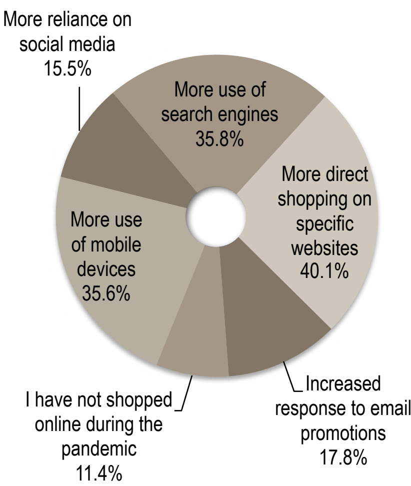
How often do you cook at home now compared to before the pandemic?



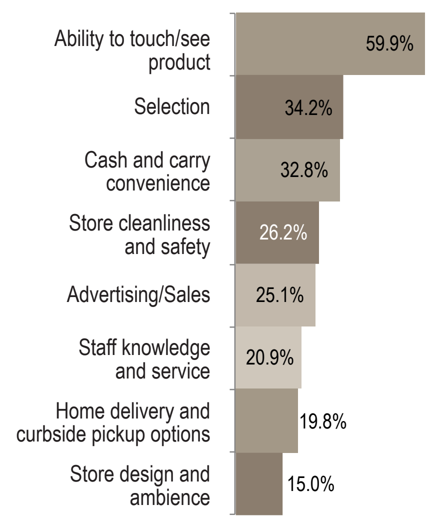
How likely are you to purchase home products in stores now?



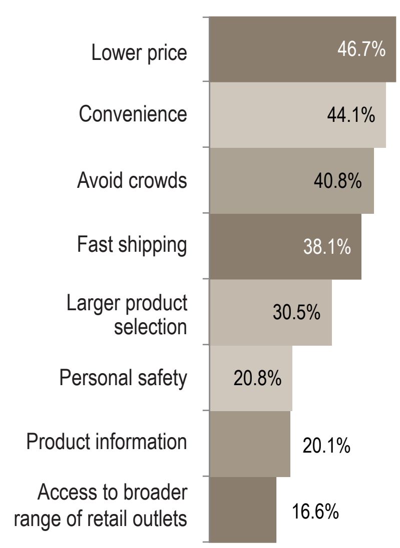
How have online shopping practices changed as you have done more shopping from home during the pandemic?



What factors make you more likely to purchase home products in stores?



What factors make you more likely to purchase home products online?



HomeWorld Forecast Consumer Survey, conducted by NPD Group.

Bakeware

Consumer Survey

The coronavirus pandemic shifted the bakeware market, and these results were tangible among those consumers who took the 2021 Forecast survey. The survey saw an increase in consumers who were extremely likely to make a bakeware purchase, from 18.7% in 2020's Forecast survey to 27.3% in 2021, as well as those that were very likely to make a purchase.

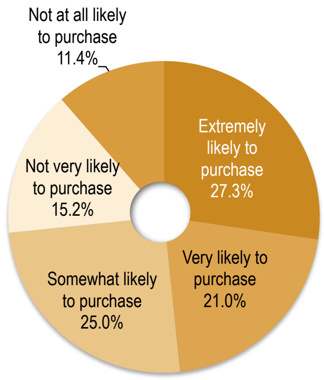
As consumers were sheltering in place among quarantine and stay-at-home orders, many realized what their kitchens were missing along the lines of bakeware, while others were attempting more unique and complex recipes. This not only spurred segment purchases, but also fueled consumer demand for additional baking products for their homes.

In previous surveys, brand name was consistently a struggle for the segment. This changed as well during COVID-19. In the 2020 Forecast survey, 34.5% said that brand name was the least important factor in making a bakeware decision, while only 4.7% said it was the most important factor. In 2021's Forecast survey, 28.9% said that brand name was the least important factor, while 5.3% said it was the most important— more than style/color in the 2021 survey.

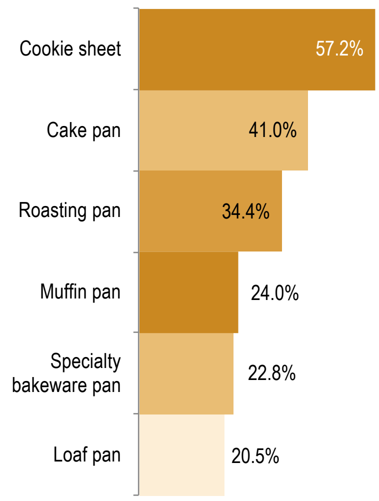
This is due to the stock and inventory issues that were prevalent during the height of the pandemic. Many retailers quickly sold out of items or were out of stock on several bakeware staples, limiting consumer choice. While this was an issue at retail, it was actually a bright spot for vendors. Manufacturers, then, were given the opportunity to stand out among less competition and allow consumers to become acquainted with their brands. Additionally, first-time purchasers were able to evaluate a product faster than usual, as many were making multiple meals a day at home. Both of these seemingly boosted brand name recognition with consumers this year.

Quality and durability continued to reign supreme for those who were purchasing bakeware— more than 45% said it was the top desired attribute.

How likely are you to make a bakeware purchase in the next 12 months?

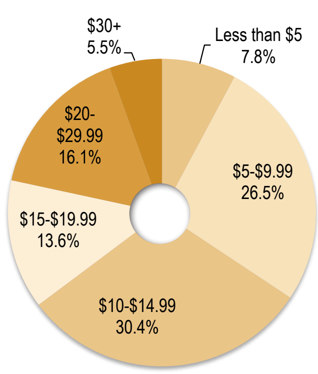


If you were planning to make a bakeware purchase in the next 12 months, which products would you be most likely to purchase? (choose two)



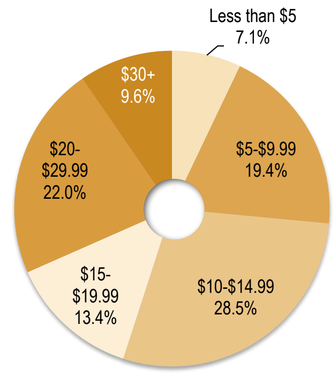
For the bakeware products listed below, how much would you expect to pay?

Cookie Sheet

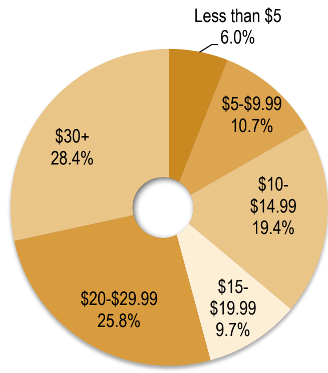


For the bakeware products listed below, how much would you expect to pay?

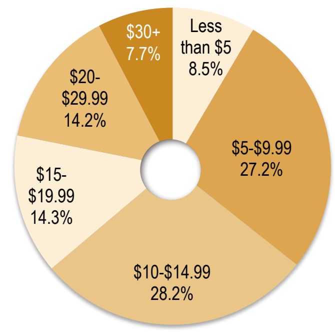
Cake Pan



Roasting Pan

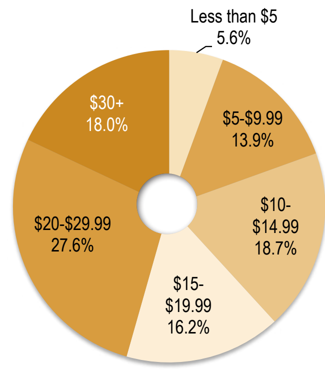


Muffin Pan

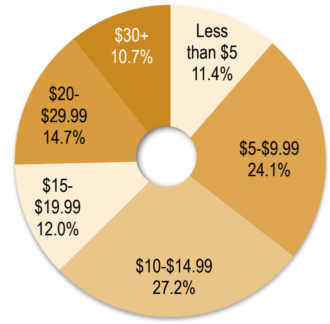


For the bakeware products listed below, how much would you expect to pay?

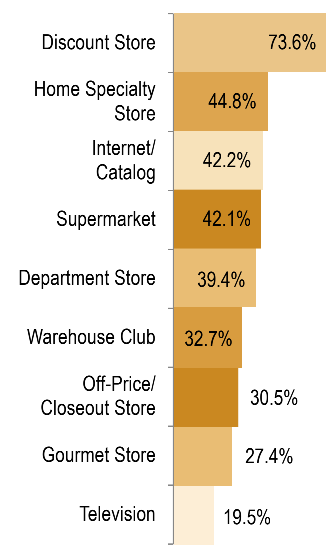
Specialty Bakeware Pan



Loaf Pan



In which of the following channels would you normally shop for bakeware products?



HomeWorld Forecast Consumer Survey, conducted by NPD Group.

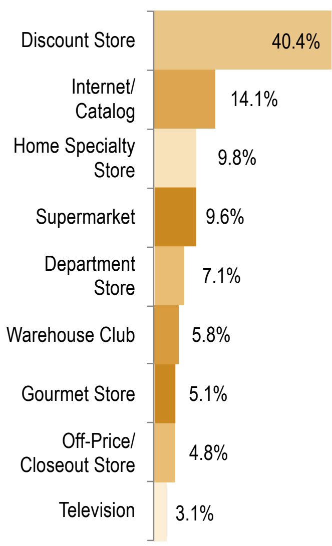
Bakeware

Consumer Survey

• **It is still top-of-mind** with consumers to have bakeware with a non-stick coating. More than 60% of respondents said that this was very important, up from 55.8% in 2020. More than 20% said it was somewhat important this year, a slight dip from 2020's results.

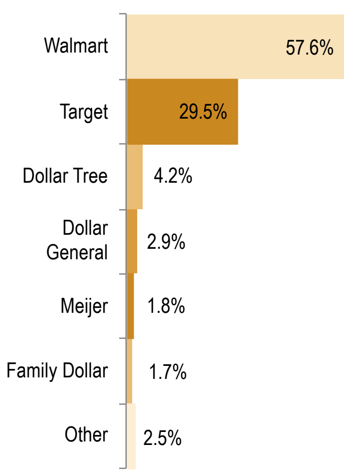
• **In-store elements**, such as signage, are still the most important to consumers, even during the pandemic. More than 31% of respondents said that has the most influence on their final purchase.

In which of the following channels would you shop most often for bakeware products?



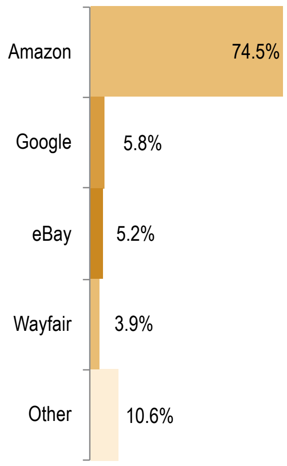
For each of the retail channels listed below, at which retailer would you most likely shop for bakeware?

Discount Store

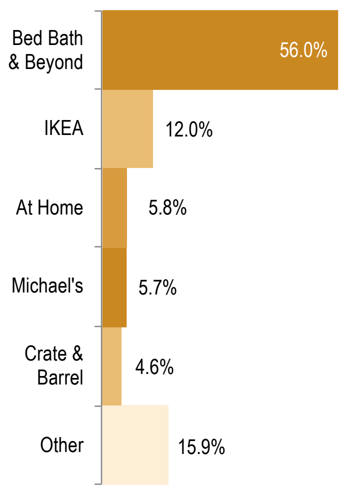


For each of the retail channels listed below, at which retailer would you most likely shop for bakeware?

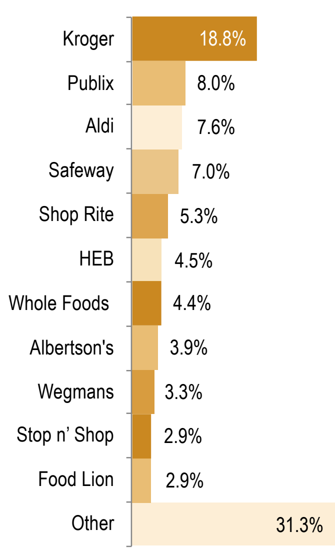
Internet/Catalog



Home Specialty Store

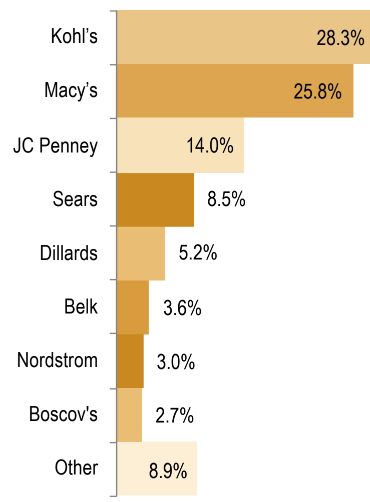


Supermarket

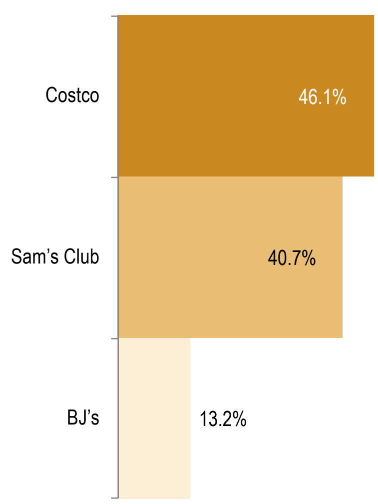


For each of the retail channels listed below, at which retailer would you most likely shop for bakeware?

Department Store

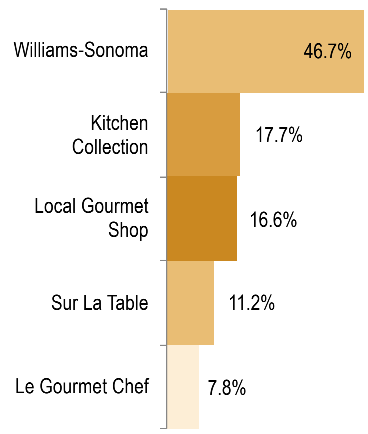


Warehouse Club

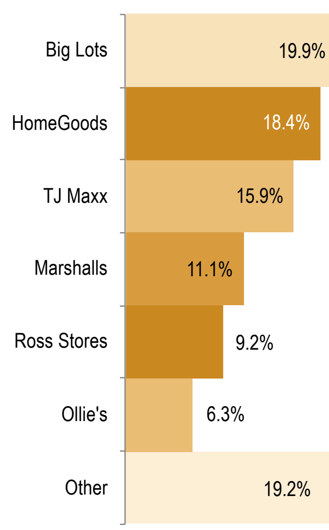


For each of the retail channels listed below, at which retailer would you most likely shop for bakeware?

Gourmet Store



Off-Price/Closeout Store



HomeWorld Forecast Consumer Survey, conducted by NPD Group.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FROM OUR KITCHEN TO YOURS
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Bakeware

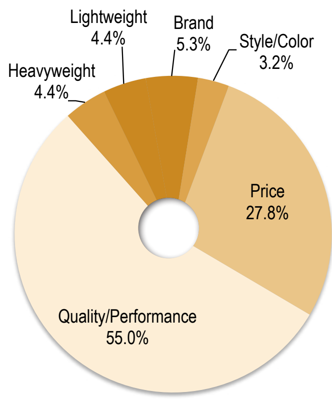
Consumer Survey

• **The discount store** is still the top place to purchase cookware, said respondents. According to the survey, 73.6% said they would normally shop at discount stores for bakeware, while 40.4% said they most often shop in discount stores for baking products.

• **The cookie sheet** was selected as the most planned bakeware purchase in the next year, with 57.2% of consumer respondents.

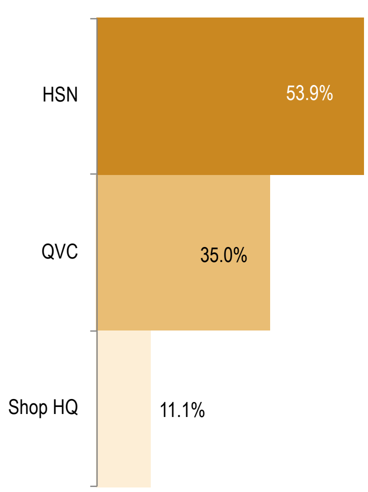
• **Williams Sonoma** remained the most likely retail channel consumers would shop for bakeware in the gourmet store channel, selected by 46.7% of consumers.

Which of the following factors is most important to you when making a bakeware purchase?

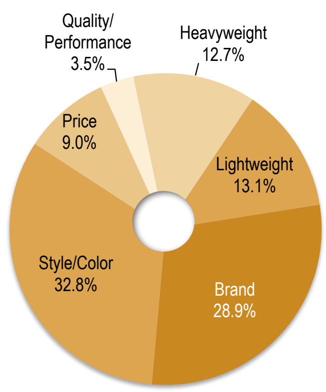


For each of the retail channels listed below, at which retailer would you most likely shop for bakeware?

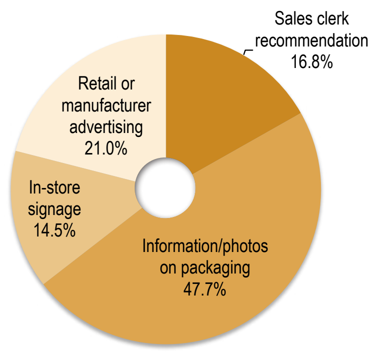
Television



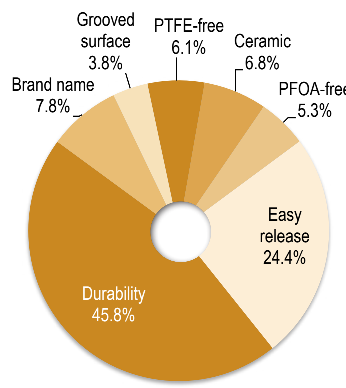
Which of the following factors is least important to you when making a bakeware purchase?



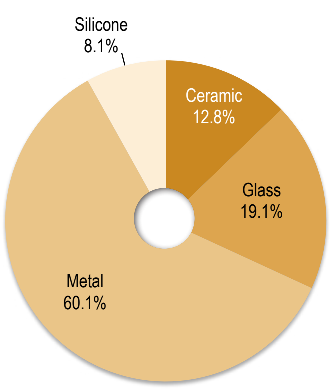
Of the in-store elements below, which one do you believe would have the greatest influence on your final product decision?



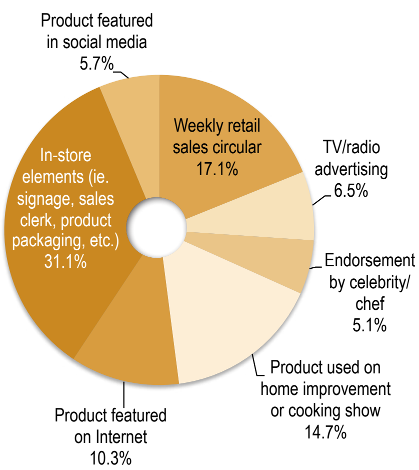
Which of the following is the most important attribute you look for in a non-stick bakeware product?



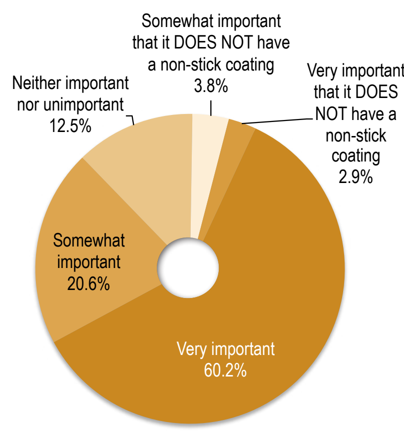
What type of bakeware are you most likely to purchase?



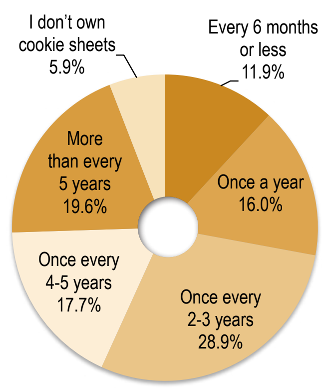
Which of the following would you say has the greatest influence on your bakeware purchase?



How important is it that your bakeware has a non-stick coating?



About how often do you replace your cookie sheets?



HomeWorld Forecast Consumer Survey, conducted by NPD Group.

Cookware

Consumer Survey

Consumers are ready to purchase when it comes to the cookware segment. Almost 30% of respondents in the 2021 Forecast survey said they were extremely likely to purchase cookware in the next 12 months, and 23.5% said they would be very likely to buy. This is a noticeable increase from 2020's respondents, in which only 20.7% said they were extremely likely to buy and 15.3% were very likely.

This, however, is due to the shift in home cooking surrounding the COVID-19 pandemic. As people were spending more time at home, cookware became a central focus in the kitchen.

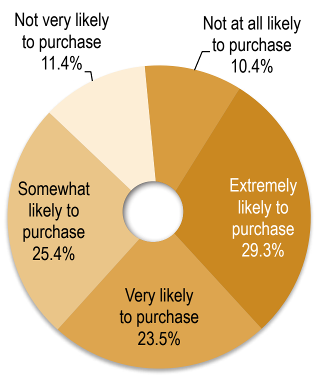
Additionally, more consumers noted they would be shopping for an 8-piece set this year (44.3%) versus last year (40.3%) as consumers have reevaluated their cookware assortment and looked to trade-up into better products or replace those products that were underperforming.

Quality/performance is still the most important factor when selecting cookware, even more so now that the pieces are being used more often. However, unlike in bakeware where brand has become more important to customers, brand is the least important factor when making a cookware purchase decision.

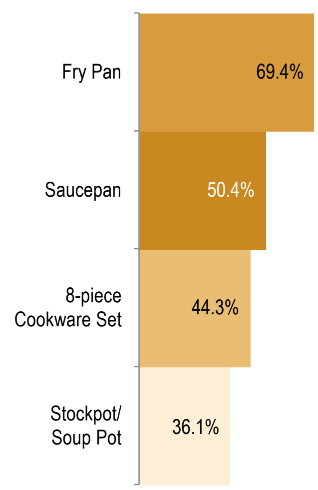
As for materials, non-stick aluminum was still the cookware most consumers were looking to purchase at 39.9%, which was a dip from 2020's 41.7%. Stainless steel also saw a slight decrease this year, from 27.7% in 2020 to 25.4% in 2021. However, cast iron, cast aluminum and anodized aluminum all saw increases as cookware material that would be most likely to be purchased. Cast iron rose from 15.4% to 17.6%; cast aluminum went from 6.4% to 7.2%; and anodized aluminum grew from 8.8% to 9.9%.

This can be attributed to the continued cooking at home trend, as novice home cooks build their cookware collection and home cooks with a bit more experience are looking to create new, creative and unique meals.

How likely are you to make a cookware purchase in the next 12 months?

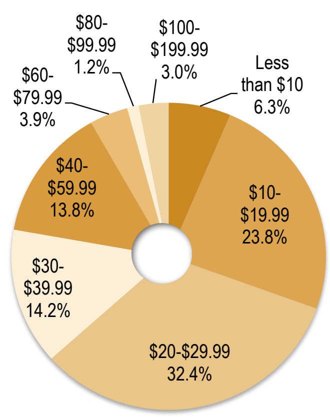


If you were planning to make a cookware purchase in the next 12 months, which products would you purchase? (choose two)



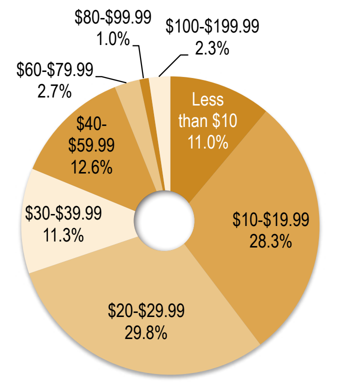
For each of the cookware products listed below, how much would you expect to pay?

Fry Pan

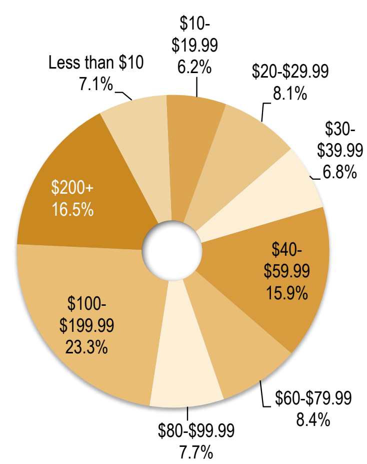


For each of the cookware products listed below, how much would you expect to pay?

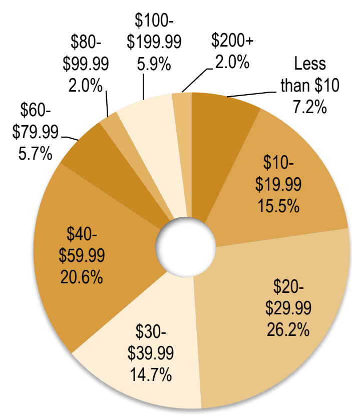
Saucepan



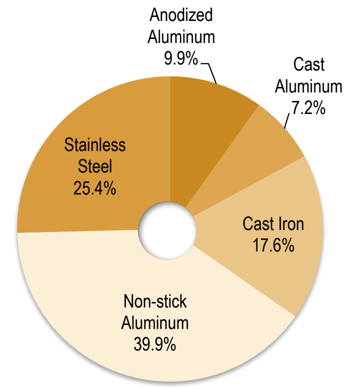
8-piece Cookware Set



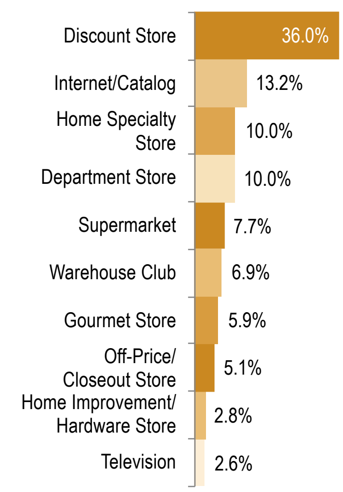
Stockpot/Soup Pot



What type of cookware are you most likely to purchase?

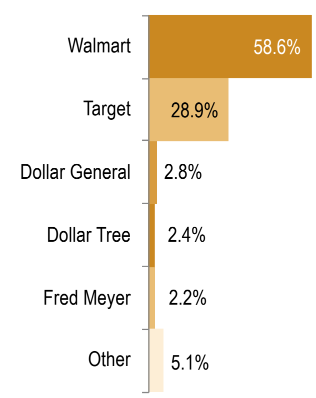


In which of the following retail channels would you most often shop for cookware?



For each of the retail channels listed below, at which retailer would you most likely shop for cookware?

Discount Store



HomeWorld Forecast Consumer Survey, conducted by NPD Group.


the cookware company

Cookware

Consumer Survey

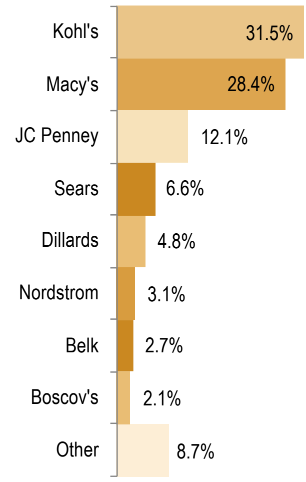
• **In-store elements** were still important for cookware sales. More than 29% of respondents said it was the most important factor when making final purchase decisions. Of those elements, packaging was the more influential.

• **59.9% of respondents** said it was very important that their cookware purchases had a non-stick coating, and 46.6% said holding non-stick properties over time was the most important benefit of a non-stick cookware purchase.

• **Fry pans are still** the top seller amongst those who are looking to purchase cookware, with 69.4% looking to buy. Saucepans were next with 50.4%.

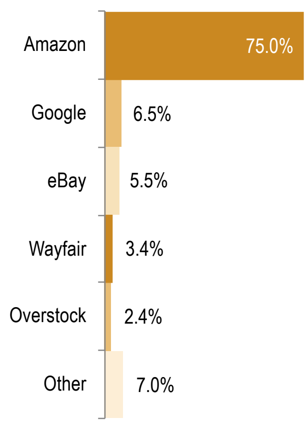
For each of the retail channels listed below, at which retailer would you most likely shop for cookware?

Department Store

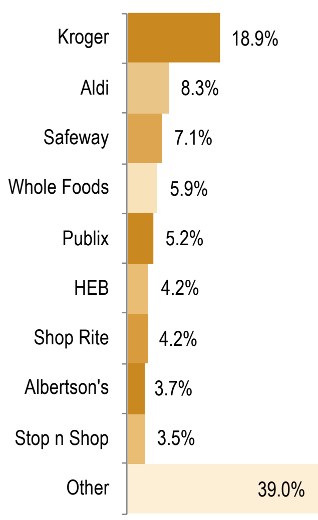


For each of the retail channels listed below, at which retailer would you most likely shop for cookware?

Internet/Catalog

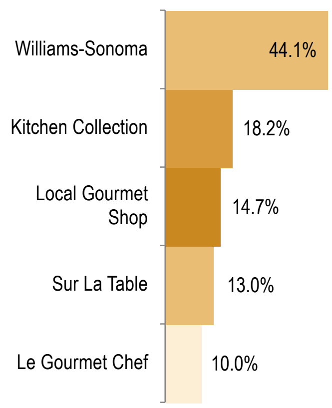


Supermarket



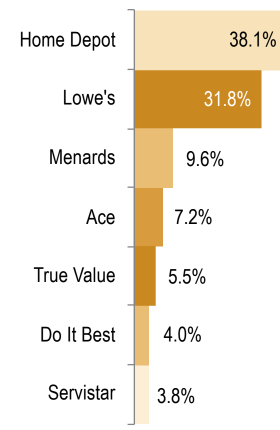
For each of the retail channels listed below, at which retailer would you most likely shop for cookware?

Gourmet Store

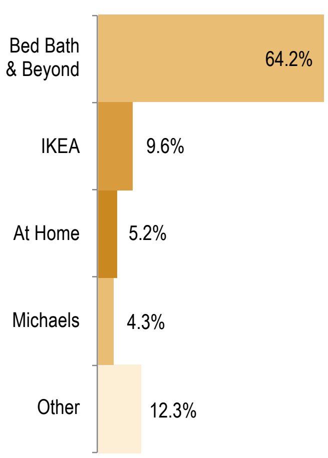


For each of the retail channels listed below, at which retailer would you most likely shop for cookware?

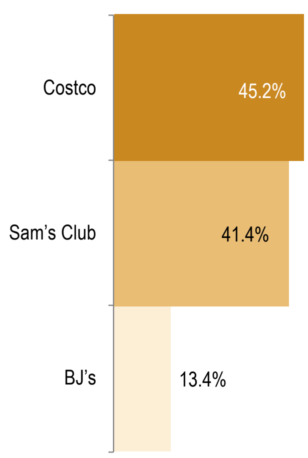
Home Improvement/Hardware Store



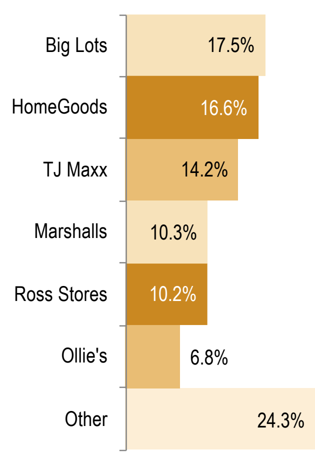
Home Specialty Store



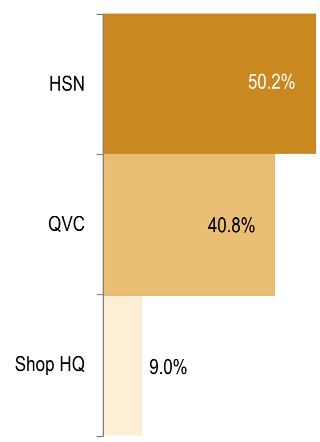
Warehouse Club



Off-Price/Closeout Store



Television



HomeWorld Forecast Consumer Survey, conducted by NPD Group.

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- Product Design capability.

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Cookware

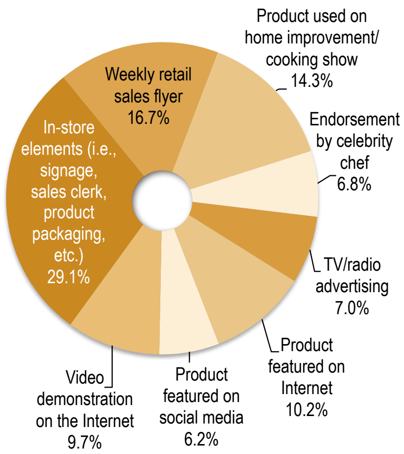
Consumer Survey

• **Discount stores** are where consumers are still shopping for cookware. 69.3% of respondents said they shop there regularly for cookware and 36% said they shop the channel most often for cookware.

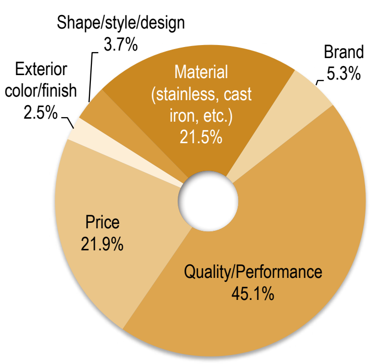
• **31.7% of consumers** said they replace their fry pans every two to three years, however, 24.2% said they replace their fry pans after more than five years.

• **Ceramic non-stick** coatings are still in-demand for consumers, as 52.2% said they would choose this type of coating versus a traditional PTFE-based non-stick coating.

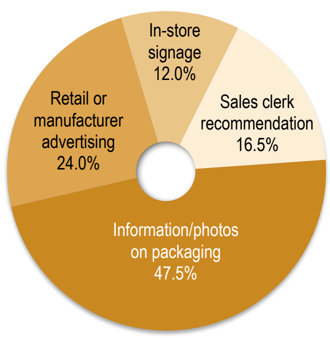
Which of the following elements would you say has the greatest influence on your cookware purchase?



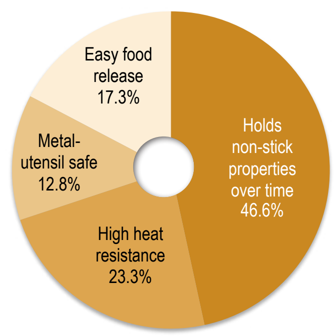
Which of the following factors is most important to you when purchasing cookware?



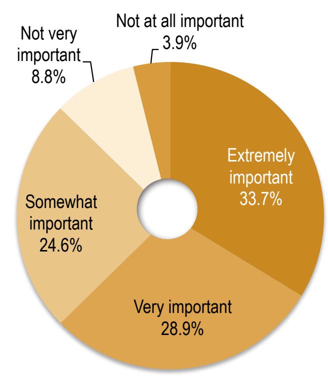
Of the in-store elements below, which one do you believe would have the greatest influence on your final product decision?



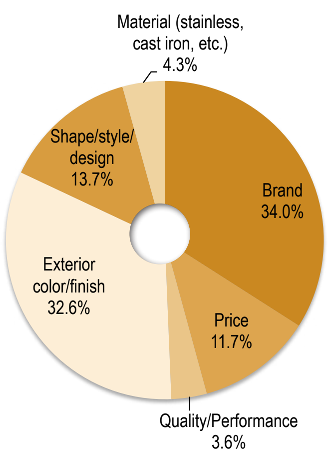
Which of the following is the most important benefit you look for in a non-stick cookware product?



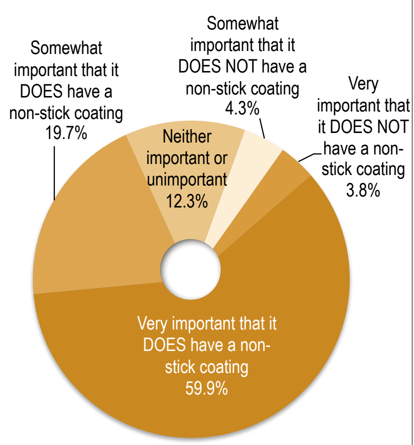
How important is a non-stick coating's brand in your purchase decision?



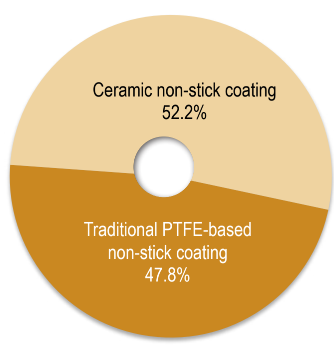
Which of the following factors is least important to you when purchasing cookware?



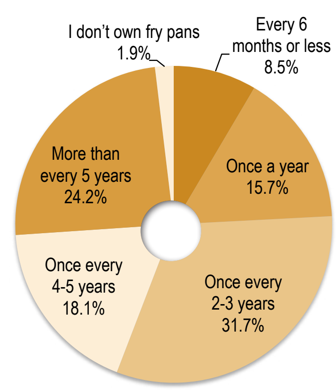
How important would you say it is that your cookware has a non-stick coating?



Which non-stick coating are you more likely to purchase?



About how often do you replace your fry pans?



HomeWorld Forecast Consumer Survey, conducted by NPD Group.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Gadgets & Kitchen Tools

Consumer Survey

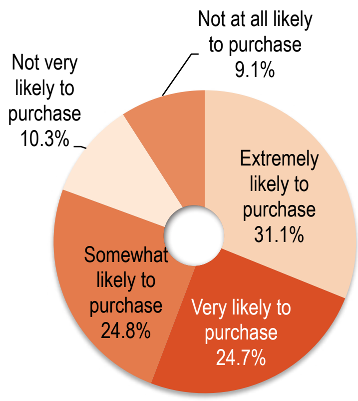
As consumers continue to adopt healthier lifestyles, especially in the face of the pandemic, preparing and prepping for meals at home remains on the rise. With this trend, the gadgets and kitchen tool category continues to thrive and is on course to achieve healthy gains in the coming year. In fact, 80% of the 2021 Forecast survey respondents said they were somewhat, very or extremely likely to purchase a gadget or kitchen tool in the next 12 months.

In addition, single function tools, especially those designed specifically for tackling fresh fruit, vegetable and herb prep, have provided a boost to the category as consumers try their hand at new recipes featuring ingredients they may not have used before. At-home cocktail making has also contributed to the rise in this category as consumers are incorporating fresh ingredients into their beverages as well. Zesters, juicers, fruit corers, as well as wine accessories, that fall into this larger category, all helped to give it a slight boost.

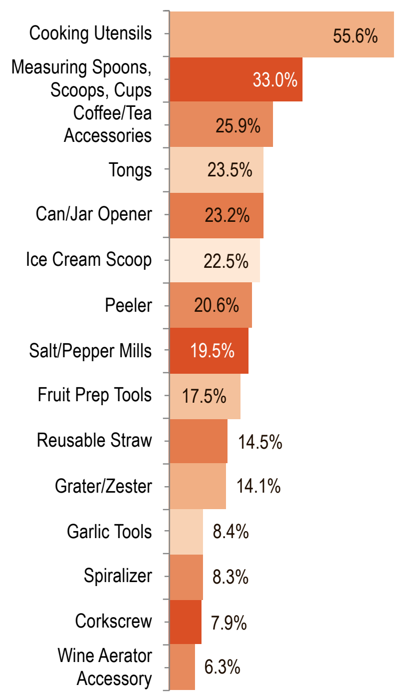
Another tool that was introduced into the survey this year was reusable straws, which has been widely adopted by consumers both out of choice and due to new sustainable laws across the country. The reusable straw debuted with 14.5% stating they planned to purchase this type of product in the coming year. In addition, when it comes to reusable straws, consumers are expecting to pay on the lower end of the price range, with nearly 75% of respondents selecting $9.99 and under.

While there have been newer kitchen gadgets taking a bit of market share, the majority of consumers still chose standard cooking utensils (spatula, spoon, whisk) as their top choice for making a purchase in the next year, followed by measuring spoons, scoops and cups and coffee/tea accessories, which bumped out tongs for third place this year.

How likely are you to make a kitchen tools/ gadgets purchase in the next 12 months?

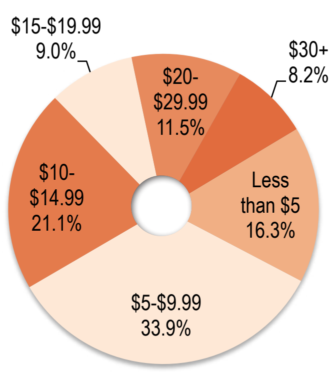


If you were planning to make a kitchen tools/ gadgets purchase in the next 12 months, which products would you be most likely to purchase? (choose three)



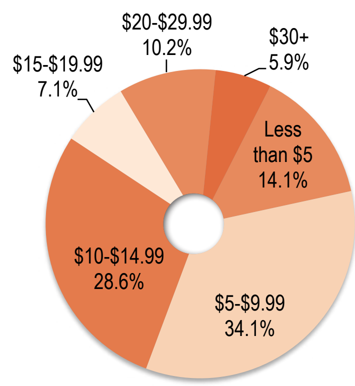
For each of the kitchen tools/gadgets products listed below, how much would you expect to pay?

Cooking Utensils (Spatula, Spoon, Whisk)

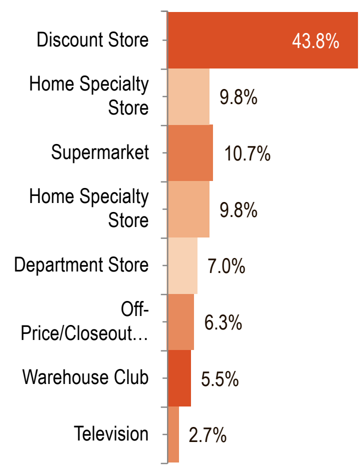


For each of the kitchen tools/gadgets products listed below, how much would you expect to pay?

Measuring Spoons, Scoops, Cups

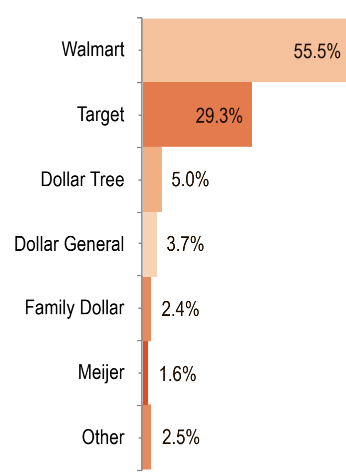


In which of the following retail channels would you shop most often for kitchen tools/gadgets?

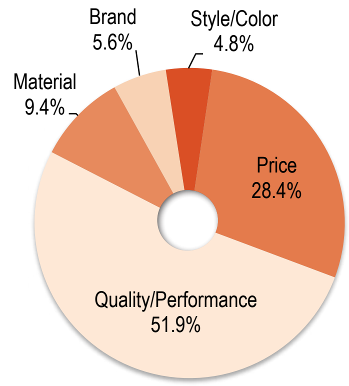


For each of the retail channels listed below, at which retailer would you most likely shop for kitchen tools/gadgets?

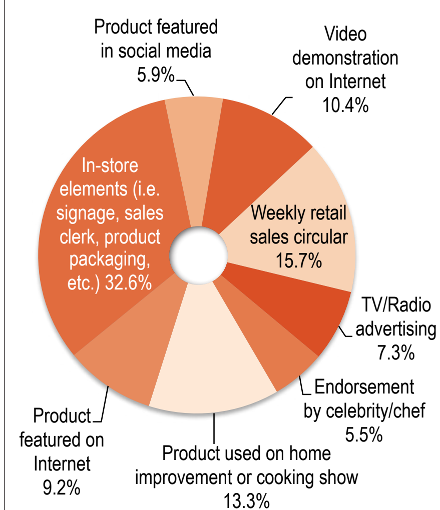
Discount Store



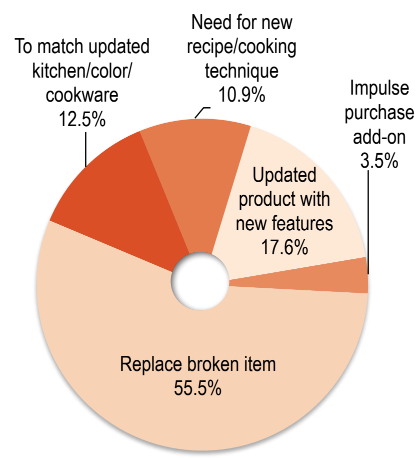
What is the most important factor to you when purchasing kitchen tools/gadgets?



Which of the following would you say has the greatest influence on your kitchen tool/gadget purchase?



Which of the following would most likely motivate you to purchase a kitchen tool/gadget?



HomeWorld Forecast Consumer Survey, conducted by NPD Group.

Cutlery

Consumer Survey

As consumers continue to tackle new and elevated home cooked recipes, food prep has become a major point of focus. As a result, cutlery continues to remain a top seller in the housewares category, as indicated by responses from the 2021 Forecast survey.

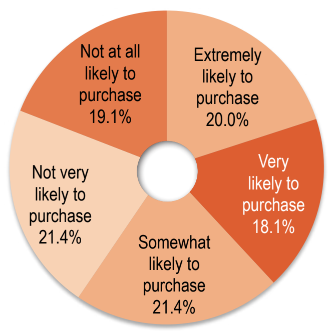
The number of consumers that reported they were not at all likely to make a cutlery purchase decreased significantly this year to 19.1% from 34.6% last year. In addition, the number of respondents that said they were extremely likely to make a purchase this year jumped significantly to 20% from 13.2% in 2019. Both shifts indicate an increased intent to purchase new cutlery be it for a new home, first time or upgrading to new products.

The chef's knife remains the top selection they would most likely consider, earning 47.8% of the responses, followed closely by a steak knife set at 46.6% and paring knife at 40.5%. Bread knives earned an increase from 33.8% from 30.9%, perhaps an indication of the rise in bread making at home during the pandemic.

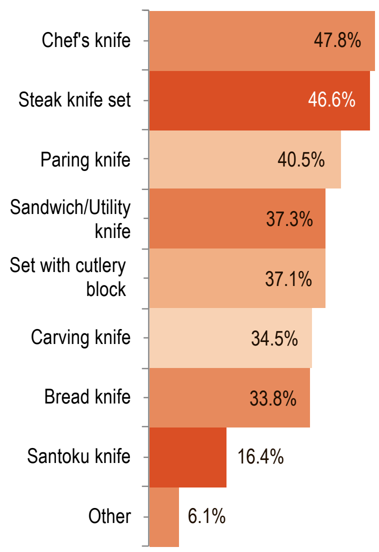
Prices too, continue to shift with consumers expecting to pay more for cutlery as they did in the 2020 survey. Overall price expectations have shifted toward the mid-to-higher price range for several options. For example, 12.5% of consumers said that they expect to pay over $30 to $39.99 for a chef's knife which is an increase from the 9.4% of respondents last year. Consumers are also expecting to pay more for a sandwich/utility knife with price expectation increases in the $40 to $49.99, $50 to $59.99 and $100+ price ranges versus last year.

As price expectations shift higher, quality has become an important factor for consumers in order to help them feel good about their investment. More than half of consumers surveyed, 57.3%, selected quality and performance as the most important factor when making a purchasing decision, while price was next increasing to 23.1% from 11% of respondents selecting it last year.

How likely are you to make a cutlery purchase in the next 12 months?

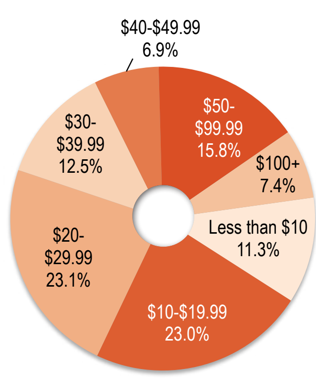


If you were planning to make a cutlery purchase in the next 12 months, which products would you be most likely to purchase? (choose three)



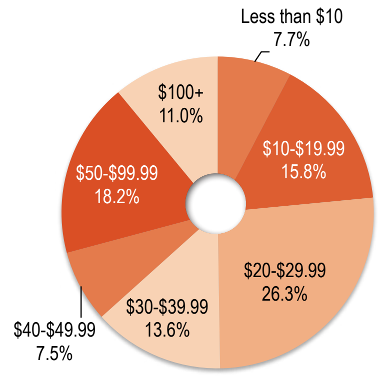
For each of the cutlery products listed below, how much would you expect to pay?

Chef's Knife

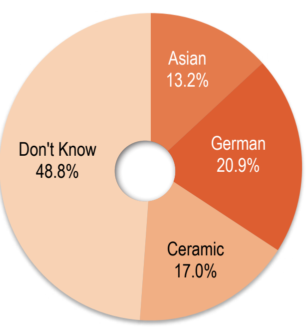


For each of the cutlery products listed below, how much would you expect to pay?

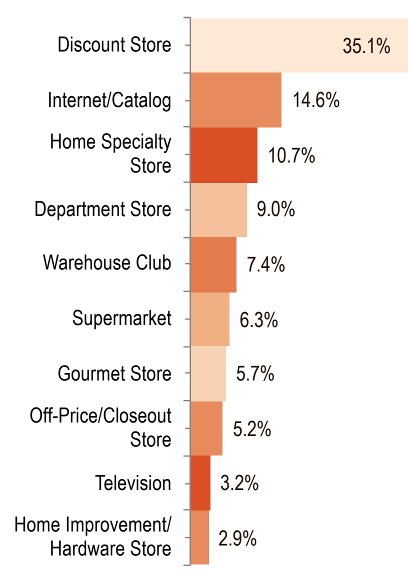
Steak Knife Set



What type of cutlery are you most likely to purchase?

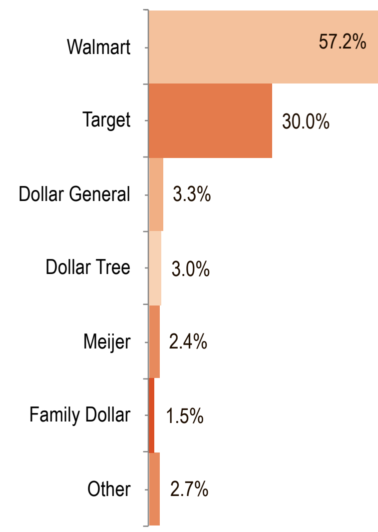


In which of the following retail channels would you most often shop for cutlery?

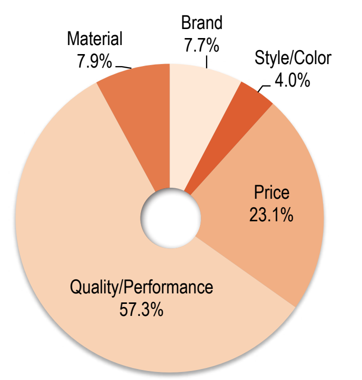


For each of the retail channels listed below, at which retailer would you most likely shop for cutlery?

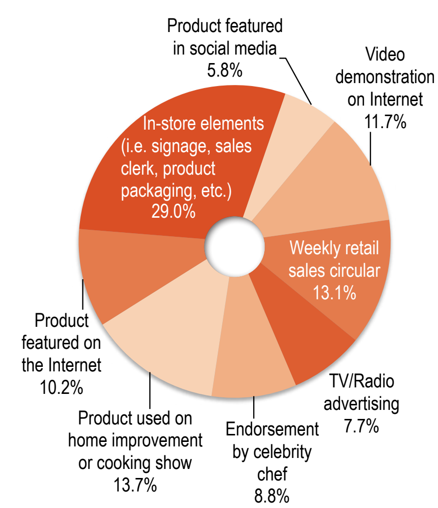
Discount Store



Which of the following factors is most important to you when purchasing cutlery?



Which of the following would you say has the greatest influence on your cutlery purchase?



HomeWorld Forecast Consumer Survey, conducted by NPD Group.

Kitchen Electrics

Consumer Survey

Sales of small kitchen appliances continue to surge, driven by increasing product innovation and multi-functional designs that allow consumers to create a greater variety of nutritious foods— all set against the backdrop of the ongoing global pandemic, which has restricted visits to restaurants and sparked interest in cooking at home and food as entertainment.

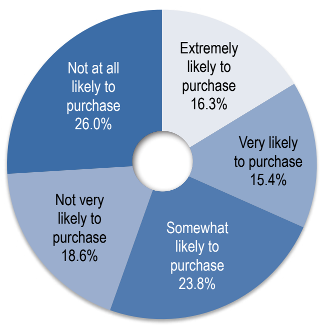
Consumers canvassed for the 2021 Forecast consumer survey show no signs of slowing down their purchases of kitchen appliances. Indeed, 55.5% of consumers said they were "extremely, very or somewhat likely to purchase" small kitchen appliances next year, up sharply from the 41.4% of consumers who said they were extremely, very or somewhat likely to purchase last year.

Interestingly, while many report sales on a variety of small kitchen appliances due to the pandemic, consumers were fairly evenly split on how the stay-at-home restrictions have impacted their usage and purchasing patterns: 51% of respondents said there was "no impact;" while 48.5% of respondents reported some impact. Of those consumers, 27.5% said they used previously purchased small kitchen appliances more frequently; 12.2% purchased additional small kitchen appliances during the pandemic, and 8.8% accelerated replacement of currently owned small kitchen appliances. Another 14% of respondents said they are still considering purchasing additional and/or replacing small kitchen appliances because of the pandemic.

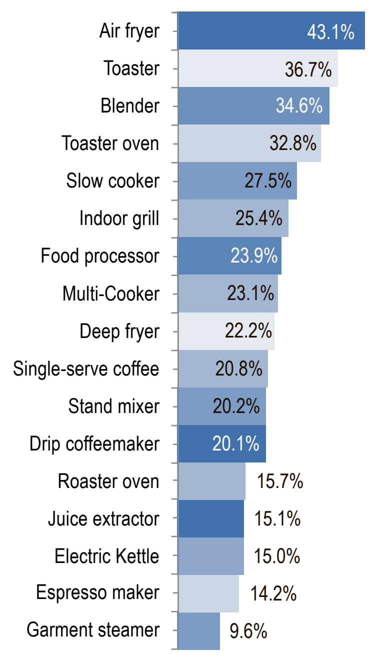
Air fryers reign supreme, with new versatile, feature-packed models fueling consumer interest: 43.1% of respondents said they intended to purchase an air fryer in 2021, and more than one-fifth (22.6%) said they expected to pay between $100 to $199.99 for a unit; the sweet spot for pricing seems to be in the $40 to $59.99 range, with more than a quarter (26.8%) saying they expected to pay this amount.

A variety of other kitchen stalwarts are expected to be among the top-performing categories next year, including toasters, with 36.7% of respondents planning to purchase; and blenders, with 34.6% planning to purchase.

How likely are you to make a small kitchen appliance purchase in the next 12 months?

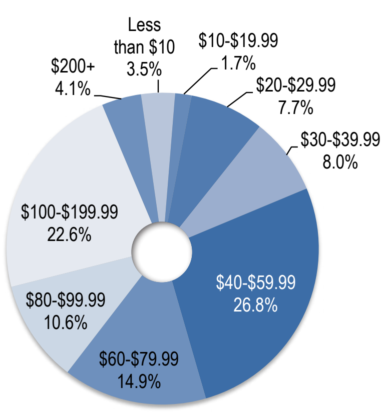


If you were planning to make a small kitchen appliance purchase in the next 12 months, which products would you be most likely to purchase? (choose four)



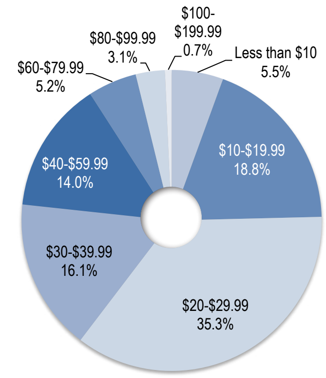
For each of the small kitchen appliance products listed below, how much would you expect to pay?

Air Fryer

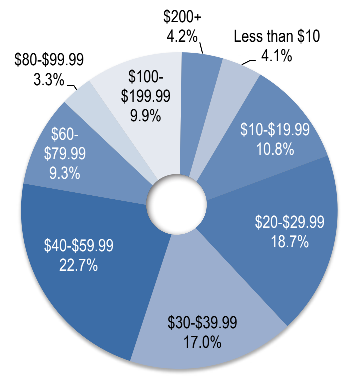


For each of the small kitchen appliance products listed below, how much would you expect to pay?

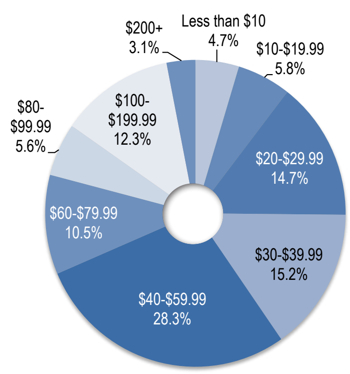
Toaster



Blender

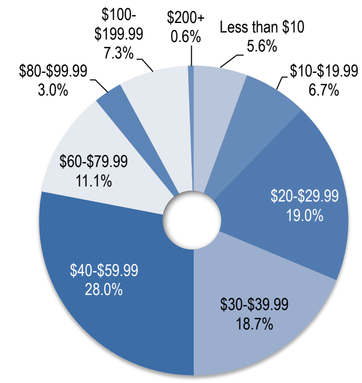


Toaster Oven

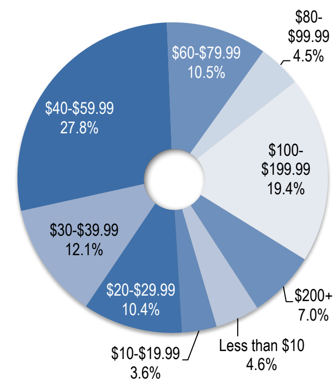


For each of the small kitchen appliance products listed below, how much would you expect to pay?

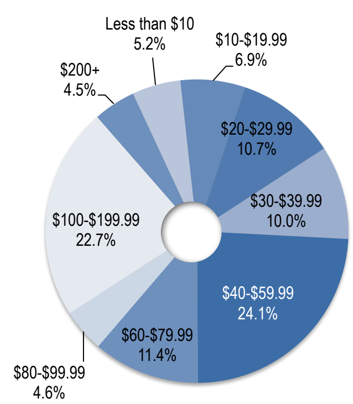
Slow Cooker



Indoor Grill



Food Processor



HomeWorld Forecast Consumer Survey, conducted by NPD Group.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Kitchen Electrics

Consumer Survey

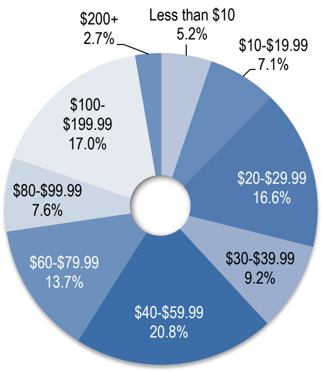
- **16.3% of survey** respondents said they are extremely likely to purchase a small kitchen appliance in the coming year, up from 12.9% of respondents last year.

- **41.3% of survey** respondents shop for small appliances most often at discount stores, down slightly from last year, when 44.9% of respondents selected discount stores.

- **Gourmet stores nearly** doubled as the channel most often shopped for small appliances, cited by 5.3% of respondents, compared to 2.8% last year.

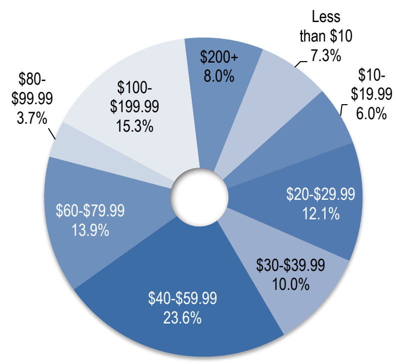
For each of the small kitchen appliance products listed below, how much would you expect to pay?

Single-Serve Coffeemaker



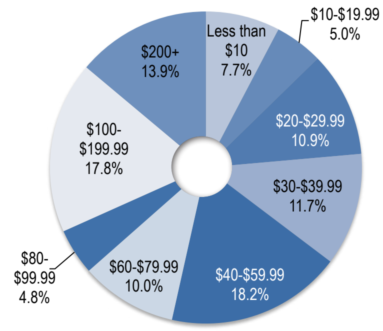
For each of the small kitchen appliance products listed below, how much would you expect to pay?

Roaster Oven



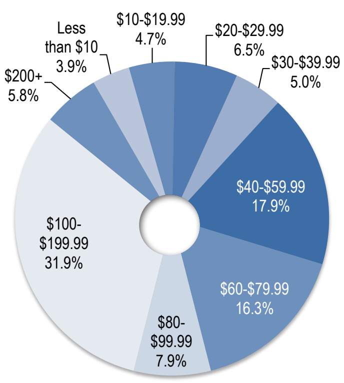
For each of the small kitchen appliance products listed below, how much would you expect to pay?

Espresso Maker

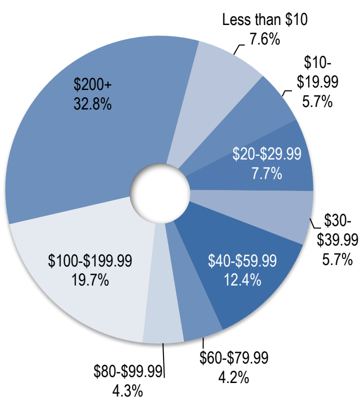


For each of the small kitchen appliance products listed below, how much would you expect to pay?

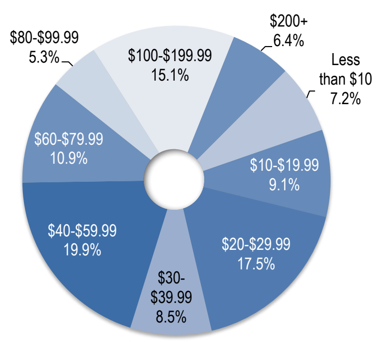
Multi-Cooker



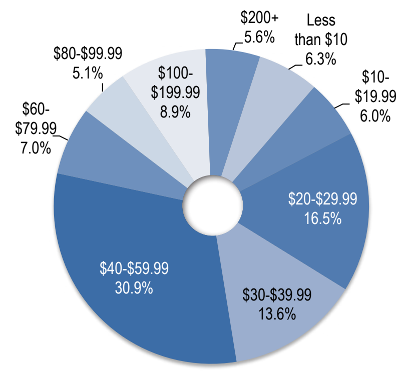
Stand Mixer



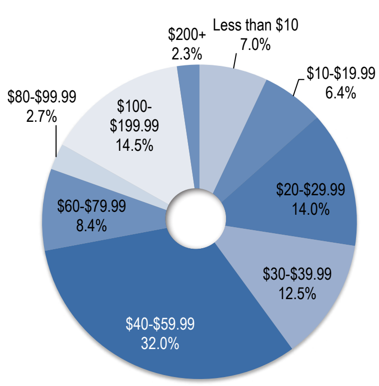
Juice Extractor



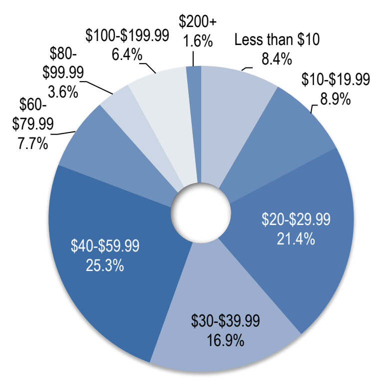
Garment Steamer



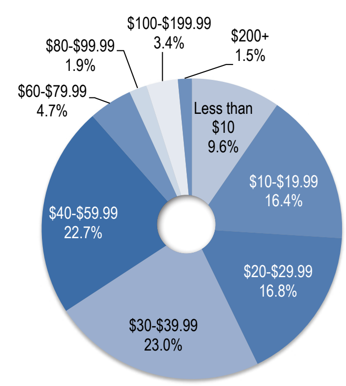
Deep Fryer



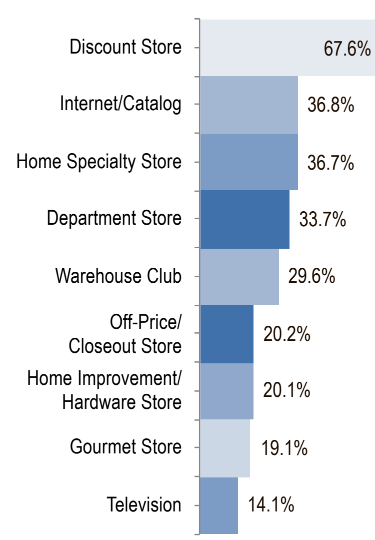
Drip Coffeemaker



Electric Kettle



In which of the following retail channels would you normally shop for small kitchen appliance products?



HomeWorld Forecast Consumer Survey, conducted by NPD Group.

Kitchen Electrics

Consumer Survey

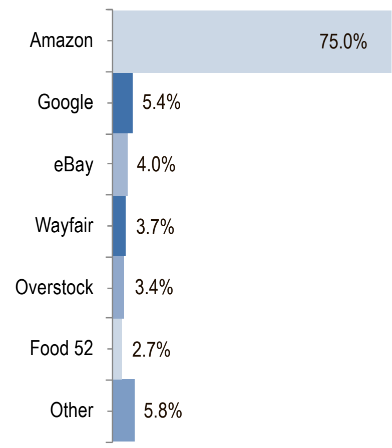
• **Home specialty stores** rose slightly as the channel most often shopped for small appliances, to 11.3% compared to 10.3% last year.

• **Internet/catalog** also rose slightly as the channel most often shopped for small appliances, to 14.9% this year compared to 13.8% last year.

• **Quality/performance** is the single most important factor to consumers when purchasing a kitchen appliance, selected by 57% of survey respondents. Price was selected as the most important factor by 29.4%.

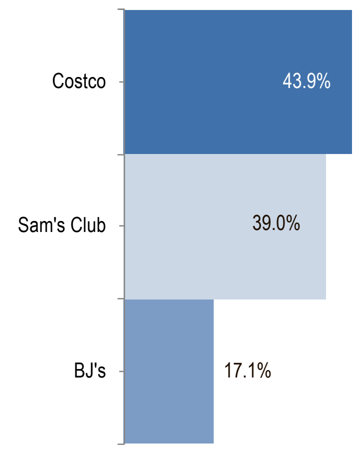
For each of the retail channels listed below, at which retailer would you most likely shop for small kitchen appliances?

Internet/Catalog



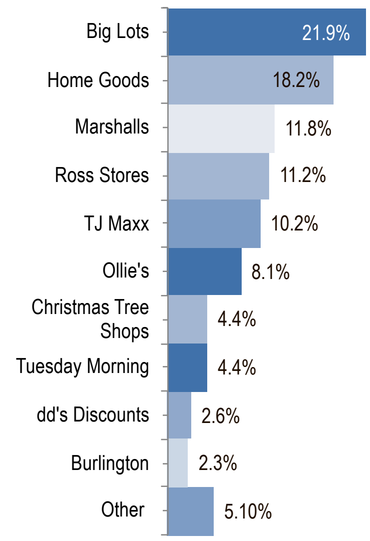
For each of the retail channels listed below, at which retailer would you most likely shop for small kitchen appliances?

Warehouse Club

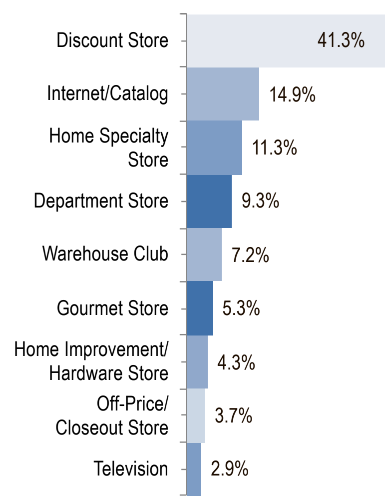


For each of the retail channels listed below, at which retailer would you most likely shop for small kitchen appliances?

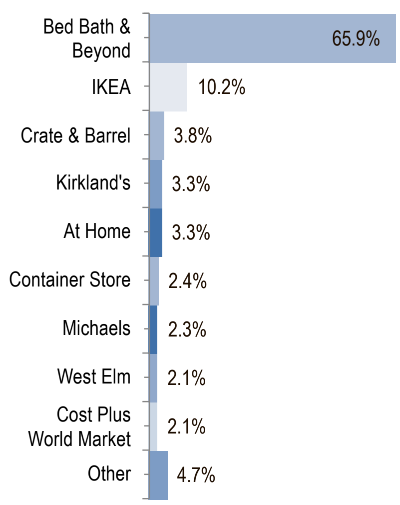
Off Price/Closeout Store



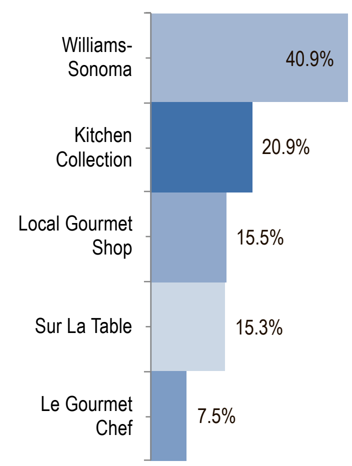
In which of the following retail channels would you shop most often for small kitchen appliance products?



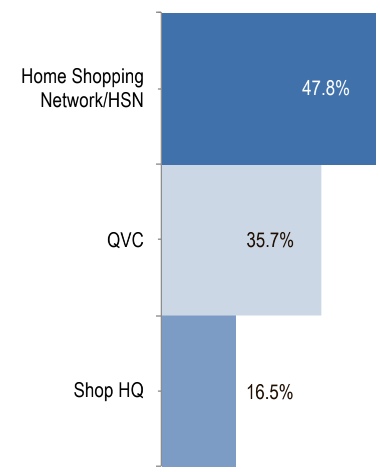
Home Specialty Store



Gourmet Store

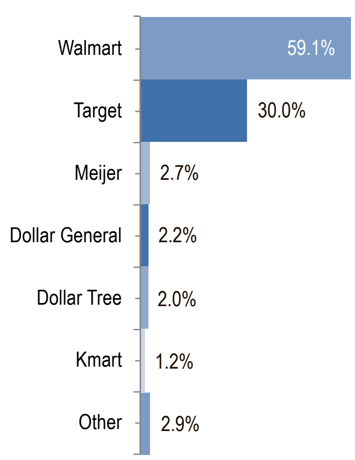


Television

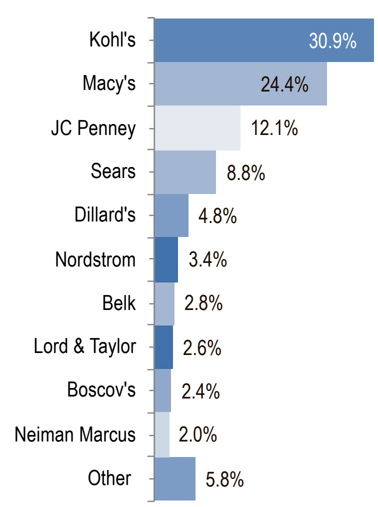


For each of the retail channels listed below, at which retailer would you most likely shop for small kitchen appliances?

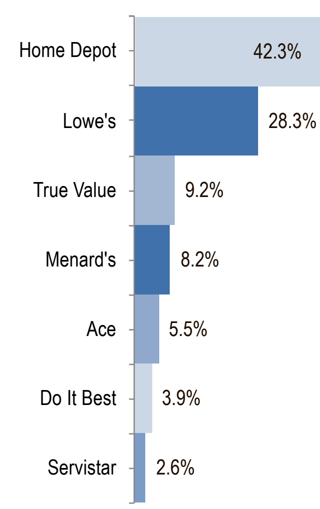
Discount Store



Department Store



Home Improvement/Hardware Store



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Kitchen Electrics

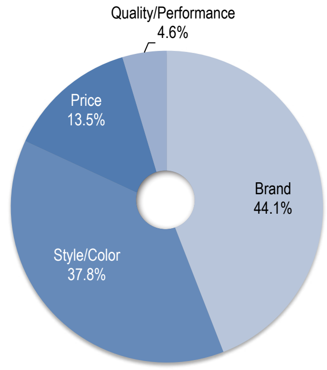
Consumer Survey

• **Stainless steel** remains a popular color choice in kitchen appliances, selected by 42.9% of respondents.

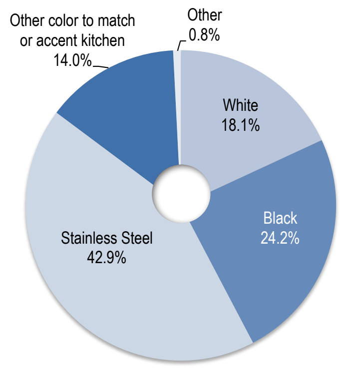
• **In the discount channel,** Walmart is the retailer where respondents would most likely shop for small kitchen appliances, selected by 59.1%, down slightly from 65.8% last year. Target as the preferred retailer was up slightly, selected by 30% of respondents this year, compared to 26.5% last year.

• **Consumers value** other people's opinions more: 27.1% of respondents said online product reviews are reliable sources of information for making a small appliance purchase; followed by 25.1% who cite consumer ratings sources and 19.6% who refer to friends/family recommendations.

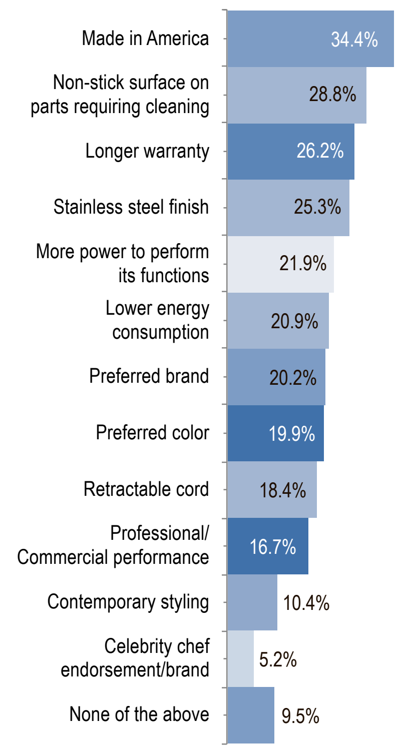
What is the least important factor to you when purchasing small kitchen appliances?



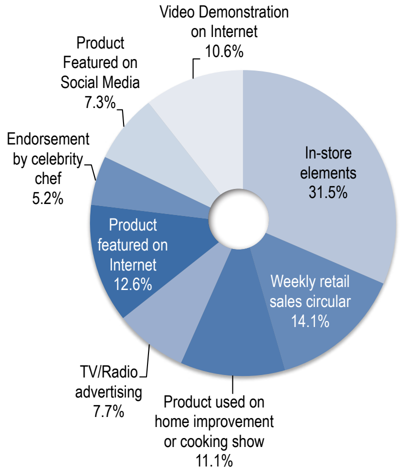
Which of the following styles/colors of small kitchen appliances would you be most likely to purchase?



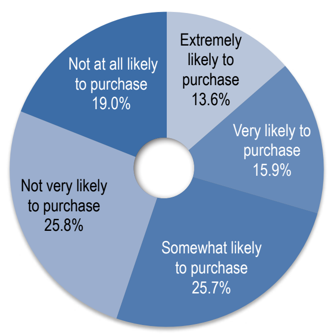
Which of the following product attributes would you be willing to pay at least $10 more for a small kitchen appliance?



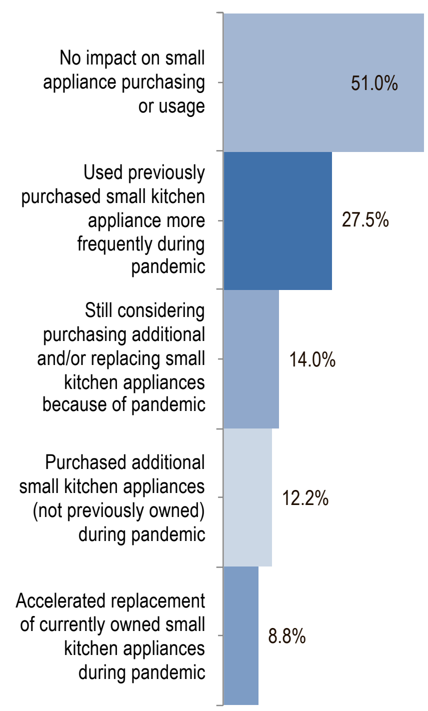
Which of the following would you say has the greatest influence on your small kitchen appliance purchases?



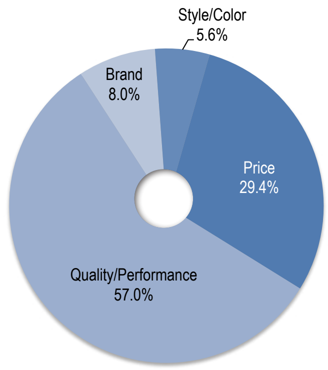
How likely are you to purchase a small kitchen appliance designed specifically for home entertaining?



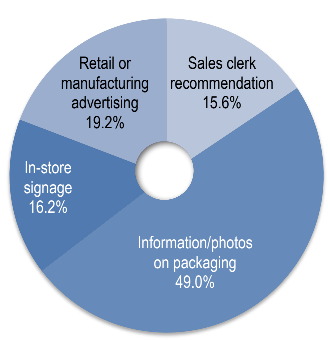
How have stay-at-home restrictions during the COVID pandemic impacted your small kitchen appliance usage and purchasing?



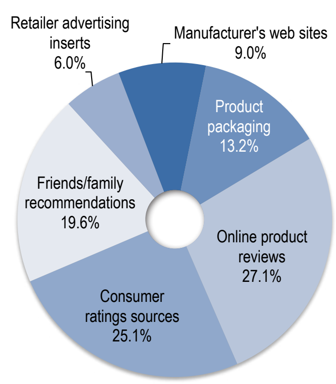
What is the most important factor to you when purchasing small kitchen appliances?



Of the in-store elements below, which one do you believe would have the greatest influence in your final product decision?



Which of the following information sources do you believe is the more reliable for making a small kitchen appliance purchase?



HomeWorld Forecast Consumer Survey, conducted by NPD Group.

Personal Care

Consumer Survey

Personal grooming at home has gotten a big boost during the past year, as homebound consumers took matters into their own hands.

This do-it-yourself approach is expected to continue to fuel sales growth in the personal care category next year, according to the 2021 Forecast survey, which found that nearly two-thirds of all respondents, 62.7%, are "extremely, very or somewhat likely" to purchase a personal care product in the coming year, up sharply from last year's figure of 49.3% of extremely, very or somewhat likely to purchase.

The fallout from stay-at-home orders that closed barbershops and salons nationwide has made consumers much more likely to cut hair at home, for themselves and their families: 45.6% of respondents said they were extremely or very likely to cut hair at home; another 16.2% said they were somewhat likely to cut hair at home. Additionally, 41.1% of respondents said there were more males in their home with facial hair due to the pandemic.

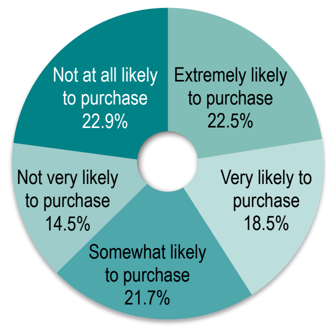
Hair dryers remain a perennial favorite in personal care appliances, with 48.7% of respondents saying they intended to purchase a unit next year. Women's shaver/hair remover was selected by 44.8% of respondents. Men's shaver was an intended purchase by 35.5% of respondents.

Discount stores remain the retail channel where consumers most often shop for personal care appliances, cited by 43.1% of respondents, down from 49.7% last year; Internet/catalog was chosen by 18.5% of respondents this year, compared to 15.4% last year.

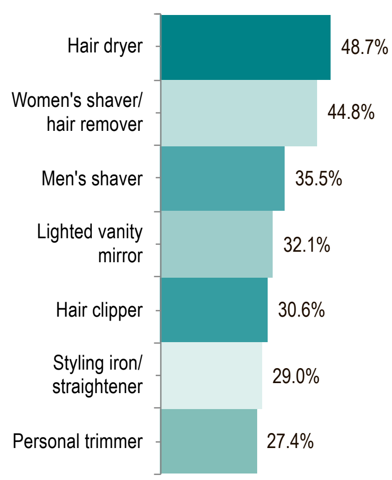
Among the discount channel, Walmart is still the retailer where consumers are most likely to shop for personal care appliances, cited by 57.2% of respondents, down from 64% last year. Target was cited by 32.5% of respondents this year, up from 27.6% last year.

Quality/performance is the most important factor when it comes to purchasing personal care appliances, cited by 57.4% of respondents; price was the second most important factor, selected by 29%.

How likely are you to make a personal care purchase in the next 12 months?

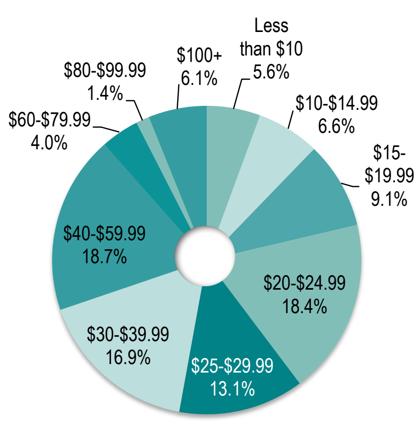


If you were planning to make a personal care appliance purchase in the next 12 months, which products would you be most likely to purchase? (choose three)



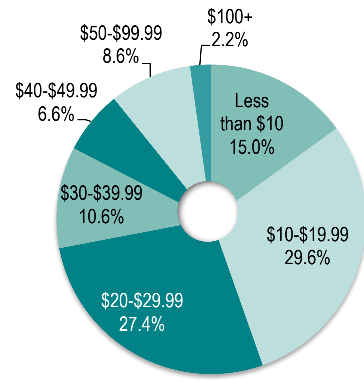
For each of the personal care appliances listed below, how much would you expect to pay?

Hair Dryer

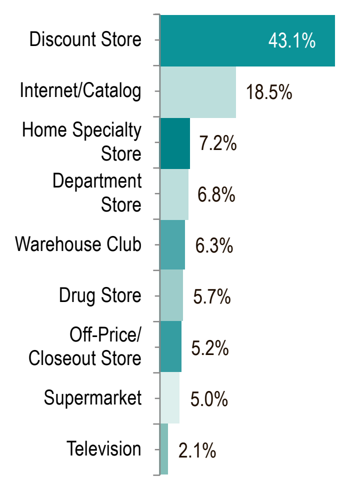


For each of the personal care appliances listed below, how much would you expect to pay?

Women's Shaver/Hair Remover

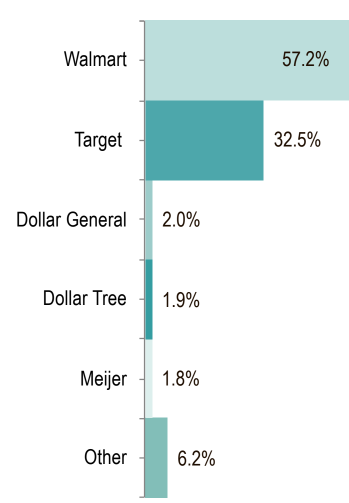


In which of the following retail channels would you most often shop for personal care appliances?



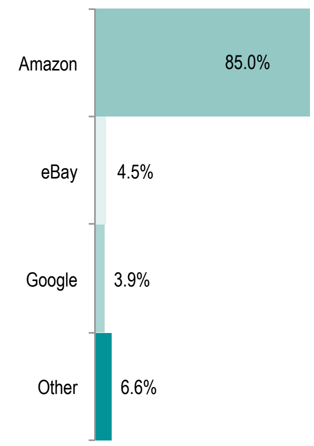
For each of the retail channels listed below, at which retailer would you most likely shop for personal care appliances?

Discount Store

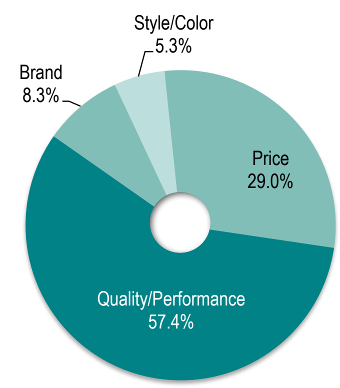


For each of the retail channels listed below, at which retailer would you most likely shop for personal care appliances?

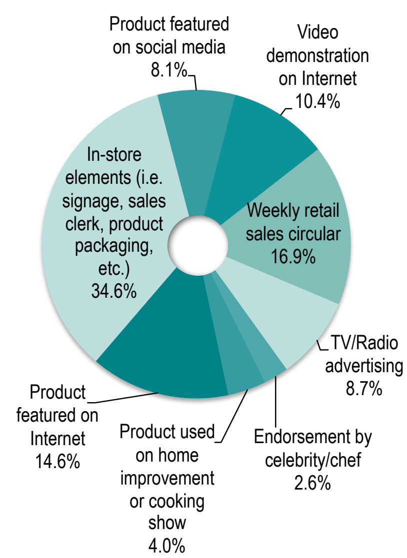
Internet/Catalog



What is the most important factor to you when purchasing personal care appliances?



Which of the following would you say has the greatest influence on your personal care appliance purchases?



HomeWorld Forecast Consumer Survey, conducted by NPD Group.

RTA Furniture

Consumer Survey

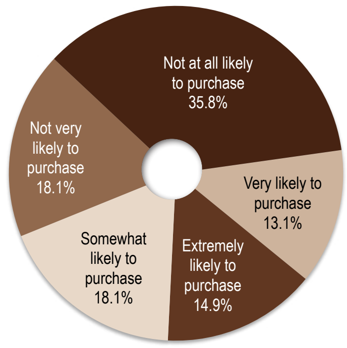
Ready-to-assemble furniture is having a banner year meeting the needs of consumers who have been forced to hunker down at home during the COVID-19 pandemic, and the Forecast for 2021 suggests that consumers intend to keep on purchasing into next year.

Although home office and outdoor furniture saw the first surges of enthusiasm in late winter, RTA furniture across the board saw unprecedented growth as the year progressed. Consumers not only addressed immediate needs for work and study furnishings and outdoor recreation, but they quickly began to reconsider the whole home for functional and aesthetic reasons. That process is likely to continue.

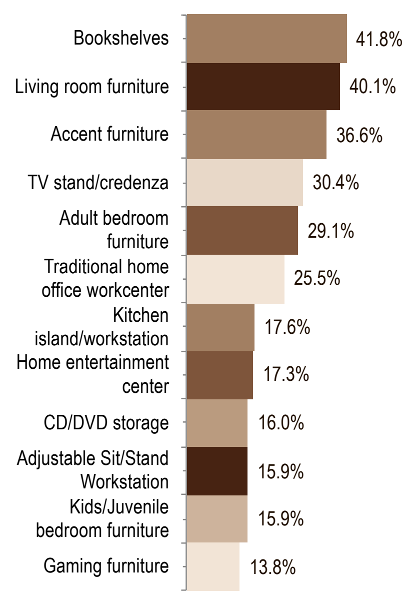
The Forecast survey revealed that, in a category where purchases are typically impulse or tied to consumers buying another product, especially a television, only 35.8% of respondents said they were unlikely to spend anything on RTA furniture. That's in comparison to 53.7% in the survey conducted in 2019 who said they were not at all likely to purchase.

The channel most often shopped for RTA furniture, discount store, slipped in its status as the go-to sector, with the Internet/catalog category, mostly represented by e-commerce, gaining. However, just about every retail channel took some purchase intent away from discount stores, with only off-pricers, widely subject to coronavirus-related store closures, down. Channel leader Walmart slipped a bit in terms of most favored discount store year over year but so did Internet/catalog leader Amazon, evidence that shoppers are becoming more diverse in their RTA purchasing habits.

How likely are you to make a ready-to-assemble furniture purchase in the next 12 months?

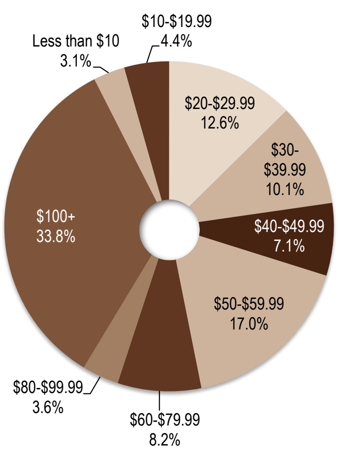


If you were planning to make a ready-to-assemble furniture purchase in the next 12 months, which products would you be most likely to purchase? (choose three)



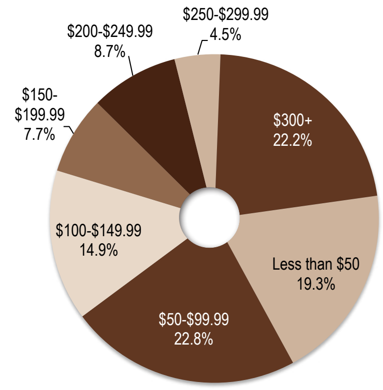
For each of the ready-to-assemble furniture products listed below, how much would you expect to pay?

Bookshelves

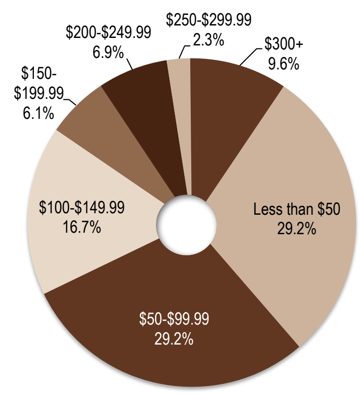


For each of the ready-to-assemble furniture products listed below, how much would you expect to pay?

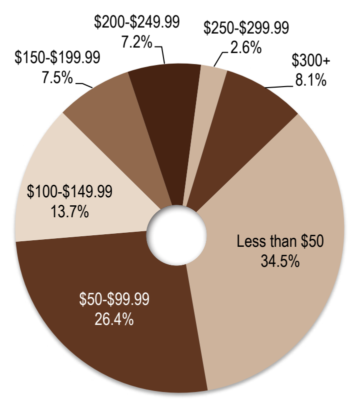
Living Room Furniture



Accent Furniture

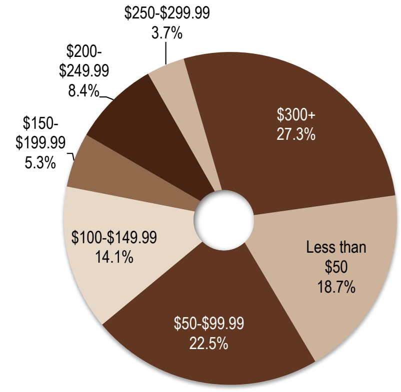


TV Stand/Credenza

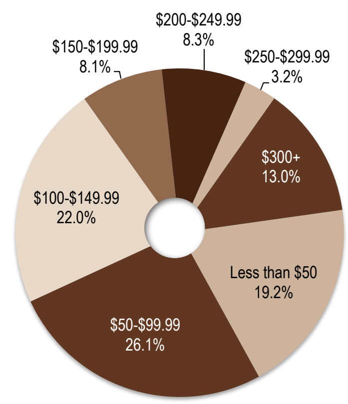


For each of the ready-to-assemble furniture products listed below, how much would you expect to pay?

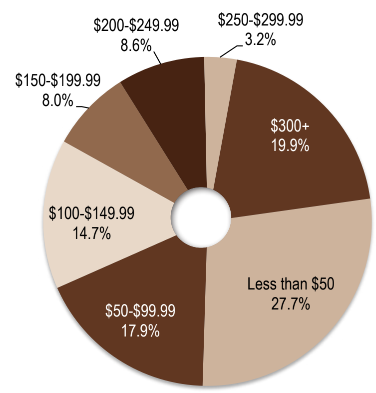
Adult Bedroom Furniture



Traditional Home Office Workcenter



Kitchen Island/Workstation



HomeWorld Forecast Consumer Survey, conducted by NPD Group.

SOHO *variety* *for every style.*

The home office has taken on a whole new meaning. Customers are seeking on-trend office furniture that is functional and satisfying in their personal workspace.

Sauder provides that.
Offering a variety of stylish desks, file cabinets and other office furniture, your customers will be ready to put the “home” back into home office.

SAUDER®

For more information, contact your Sauder sales representative or call 1-800-537-8560.

| Sauder.com

RTA Furniture

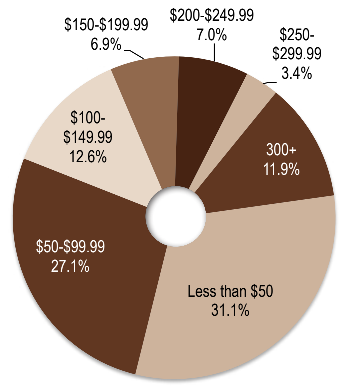
Consumer Survey

• **More consumers** were anticipating an RTA furniture purchase, with 14.9% saying they were extremely and 13.1% saying they were very likely to purchase in the category during the proceeding 12 months versus 8.7% and 9.6%, respectively, a year earlier.

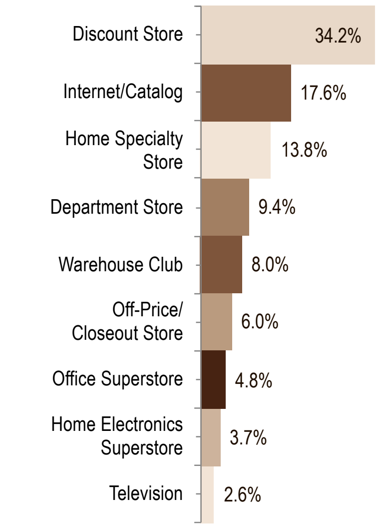
• **Discount stores remain** the most often shopped channel for RTA furniture but that's down to 34.2% from 41% year over year, with the next biggest category, Internet/Catalog, up 17.6% from 16.5%.

For each of the ready-to-assemble furniture products listed below, how much would you expect to pay?

Adjustable Sit/Stand Workstation

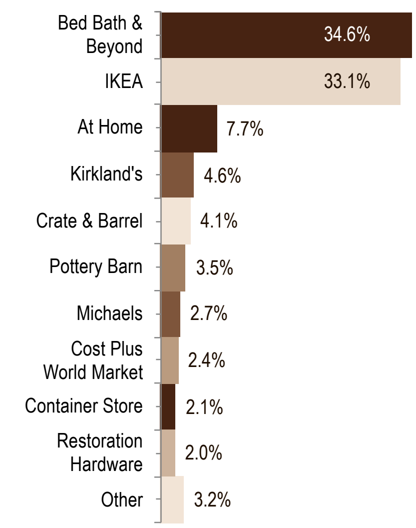


In which of the following retail channels do you shop most often for ready-to-assemble furniture?



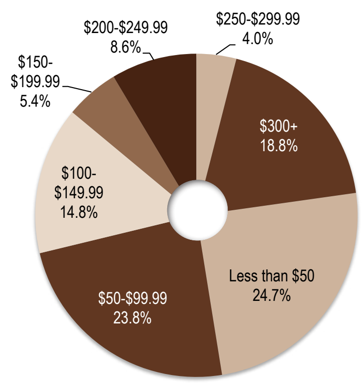
For each of the retail channels listed below, at which retailer would you most likely shop for ready-to-assemble furniture?

Home Specialty Store

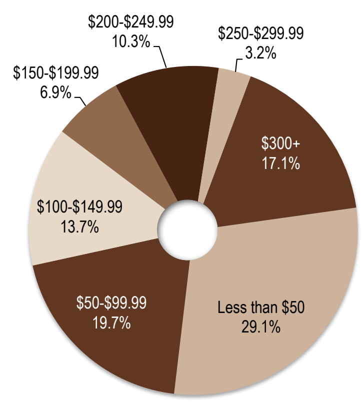


For each of the ready-to-assemble furniture products listed below, how much would you expect to pay?

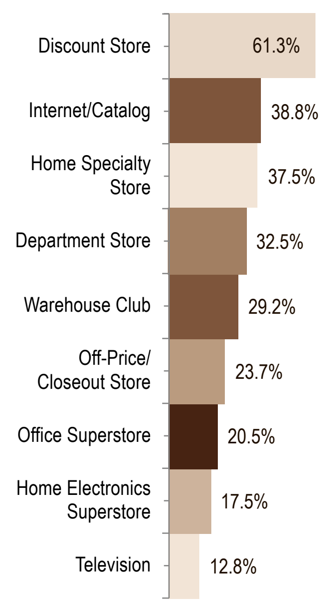
Home Entertainment Center



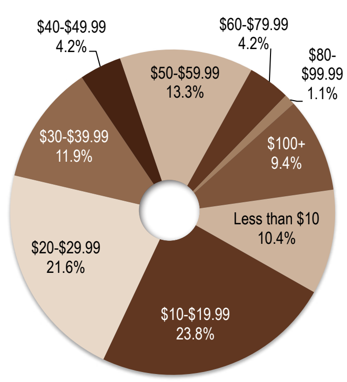
Kids/Juvenile Bedroom Furniture



In which of the following retail channels would you normally shop for ready-to-assemble furniture?

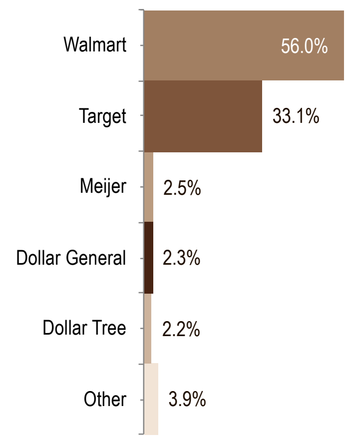


CD/DVD Storage

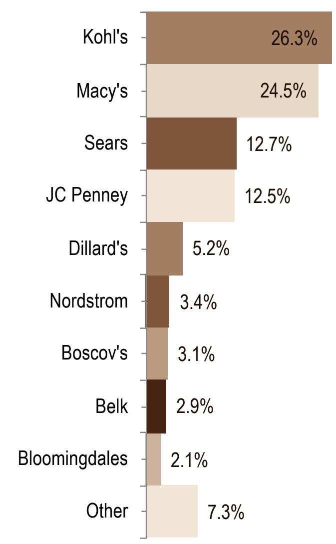


For each of the retail channels listed below, at which retailer would you most likely shop for ready-to-assemble furniture?

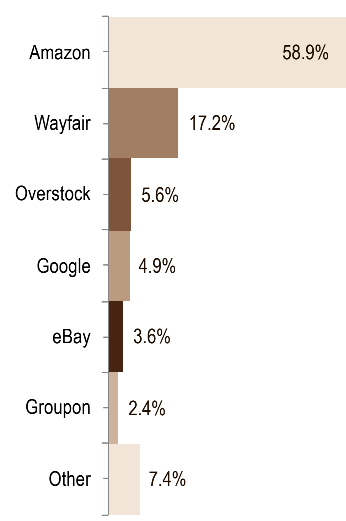
Discount Store



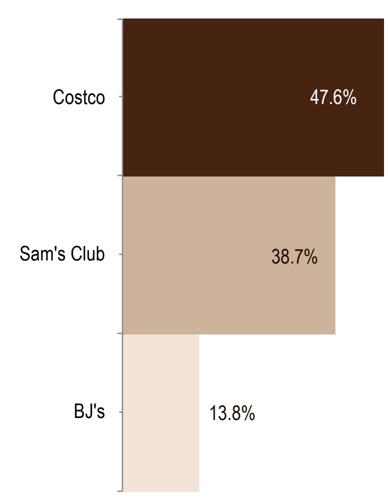
Department Store



Internet/Catalog



Warehouse Club



HomeWorld Forecast Consumer Survey, conducted by NPD Group.

RTA Furniture

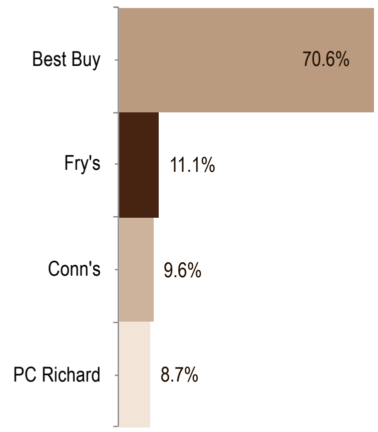
Consumer Survey

• **In terms of prompts** for an RTA furniture purchase, Forecast survey respondents identified redecorate/renovate a home as the top reason to buy followed by moving into a new home and buying a flat panel TV.

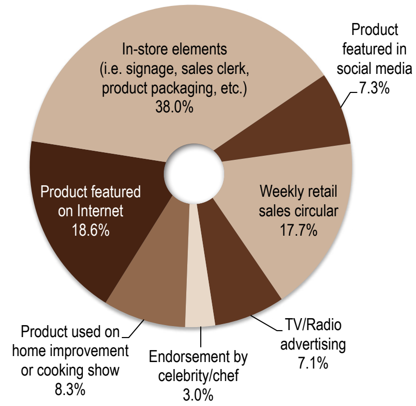
• **Living room furniture** passed accent furniture for number two on the list of RTA furniture categories most likely to see a purchase over the forthcoming 12 months, and, at 40.1%, almost caught number one bookshelves, which came in at 41.8%, despite a 12-point spread between the categories in the Forecast 2019 study.

For each of the retail channels listed below, at which retailer would you most likely shop for ready-to-assemble furniture?

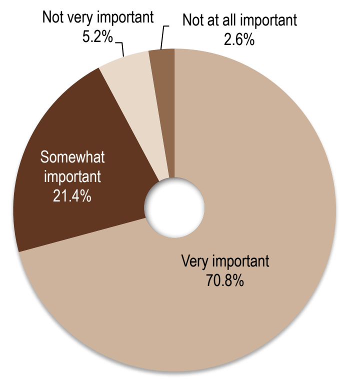
Home Electronics Superstore



Which of the following has the greatest influence on your ready-to-assemble furniture purchase?

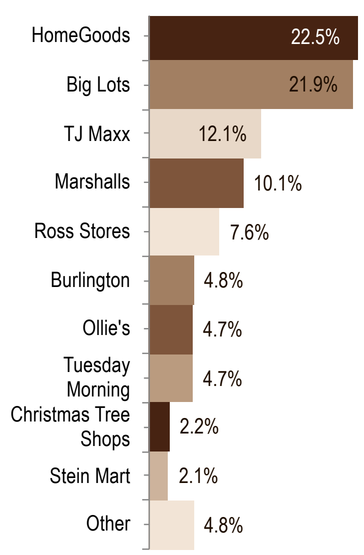


How important is ease of assembly to the purchase of RTA furniture?

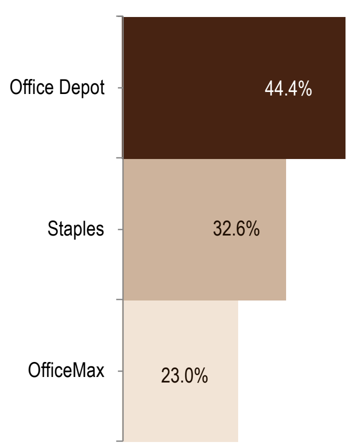


For each of the retail channels listed below, at which retailer would you most likely shop for ready-to-assemble furniture?

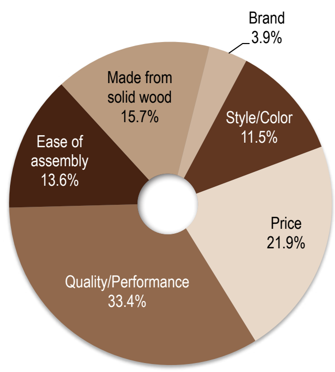
Off-Price/Closeout Store



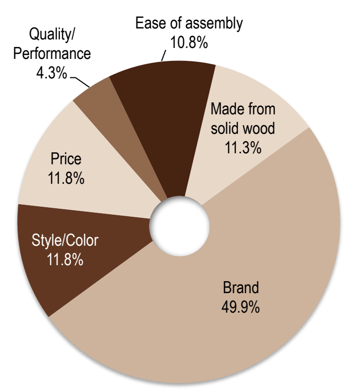
Home Office Superstore



Which of the following is the most important factor to you when purchasing ready-to-assemble furniture?

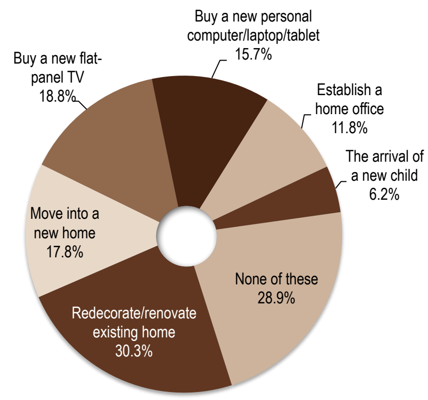


Which of the following is the least important factor to you when purchasing ready-to-assemble furniture?

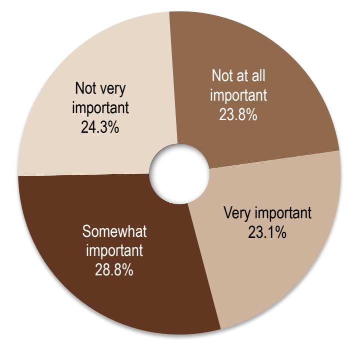


Of the in-store elements below, which one do you believe would have the greatest influence in your final product decision?

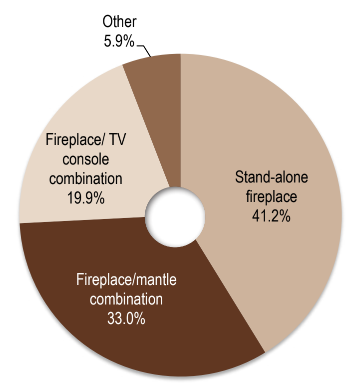
Which of the following are likely to happen in the next 12 months that may prompt you to purchase ready-to-assemble furniture?



How important is availability of assembly assistance to the purchase of RTA furniture?



If you were planning to purchase an electric fireplace, which of the following would you most likely purchase?



HomeWorld Forecast Consumer Survey, conducted by NPD Group.

Storage

Consumer Survey

The COVID-19 pandemic has changed the prospects for the storage category as consumers do more at home, and that's reflected in Forecast results.

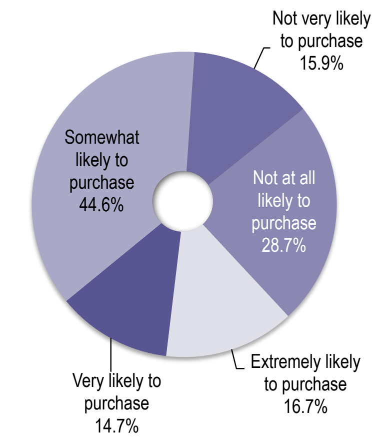
More work and leisure time spent at home has increased the need for storage products. Whether it's for filing papers or for refrigerating what's left of the last meal cooked, consumers are being forced by stay-at-home circumstances to reconsider their storage needs. Open, semi-hidden, tuck-away, all-purpose, heavy duty and various qualities are required to meet the needs of the multi-use home, not to mention indoor, outdoor and indoor/outdoor.

In the latest Forecast survey, 16.7% of respondents said they were extremely likely to make a home storage purchase over the next 12 months and 14.7% said they were very likely to purchase versus 12.3% and 12.3%, respectively, in the year-prior study.

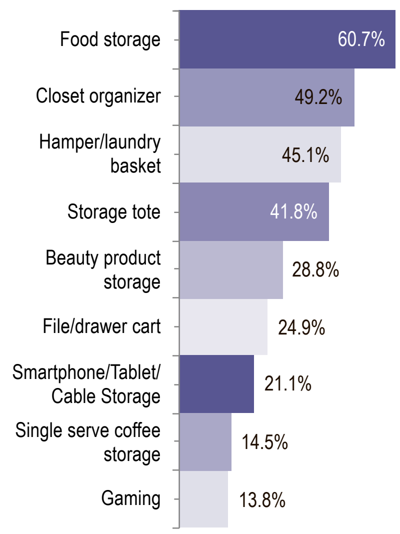
In terms of products consumers want, the leading categories changed little with food storage gaining slightly and closet organizer slipping slightly. However, the hamper/laundry basket category slipped six points year over year, which would be consistent with a decline in laundry care overall as consumers have needed fewer work and night-on-the-town outfits in the pandemic. The storage tote segment slipped five-and-a-half points year over year as consumers considered adding more dedicated storage. Smartphone/tablet/cable storage, up almost six points year over year, and gaming storage, up 13.8% from 10.3%, also gained substantially as consumers looked to organize electronics that have become important during time spent at home.

In terms of where Forecast respondents said they need the most storage and organizational help, the main parts of the home in need of attention, adult bedroom closet, garage and kitchen drawer/cabinet remained the top three spaces year over year and at roughly the same proportions.

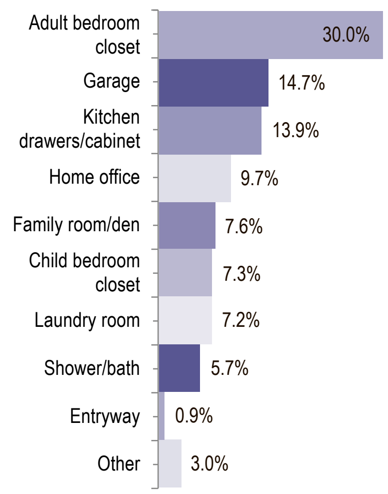
How likely are you to make a home storage purchase in the next 12 months?



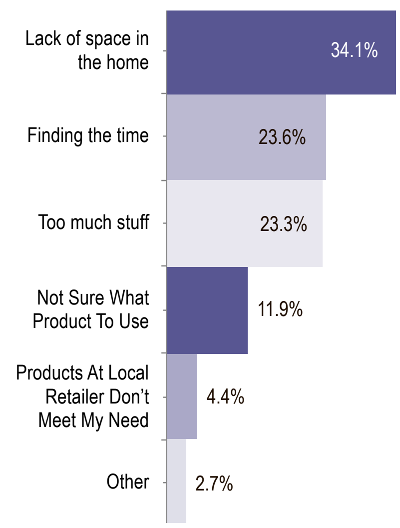
If you were planning to make a home storage purchase in the next 12 months, which products would you be most likely to purchase? (choose three)



Which area of the home would you say is in the most need of improved storage and organization?

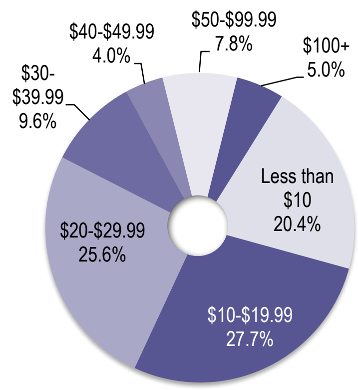


What would you say is the biggest challenge to improving your home's organization?

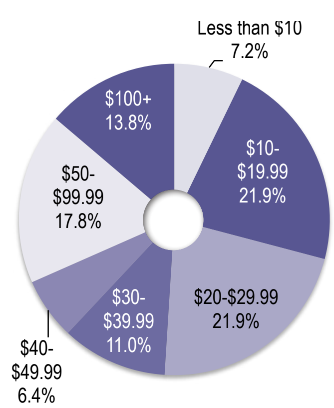


For each home storage product listed below, how much would you expect to pay?

Food Storage

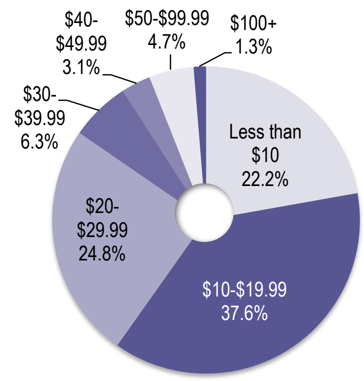


Closet Organizer

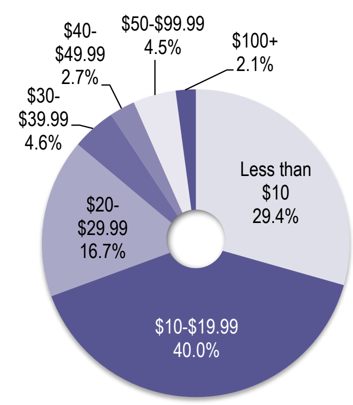


For each home storage product listed below, how much would you expect to pay?

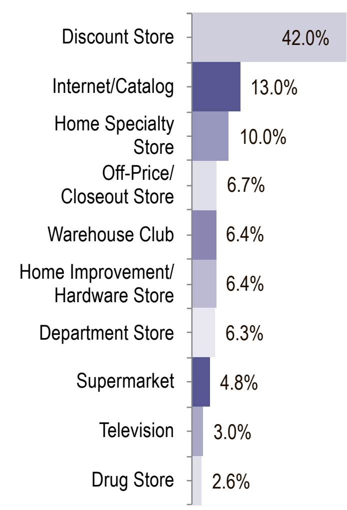
Hamper/Laundry Basket



Storage Tote



In which of the following retail channels would you shop most often for home storage products?



HomeWorld Forecast Consumer Survey, conducted by NPD Group.

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Storage

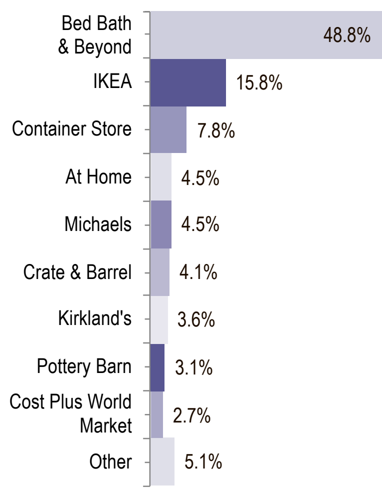
Consumer Survey

• **Discount stores** remain the go-to channel for home storage, with 42% of shoppers, but that's down substantially from 50.5% in the Forecast a year earlier, with the online, home improvement, warehouse club, supermarket, drug store and even department store retailers making small gains.

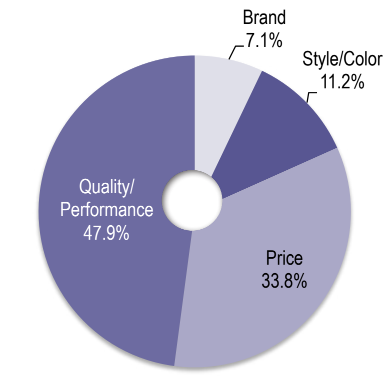
• **Although only about 13%** of Forecast respondents cited Internet/catalog as their first choice for home storage shopping, Amazon dominates within the channel, although not as much this year as last year, down to 72.2% from 76.9% in the 2019 survey.

For each of the retail channels listed below, at which retailer would you most likely shop for home storage?

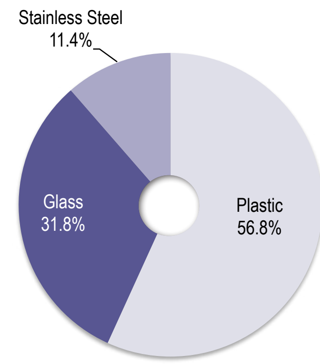
Home Storage/Home Specialty Store



What is the most important factor to you when purchasing home storage products?

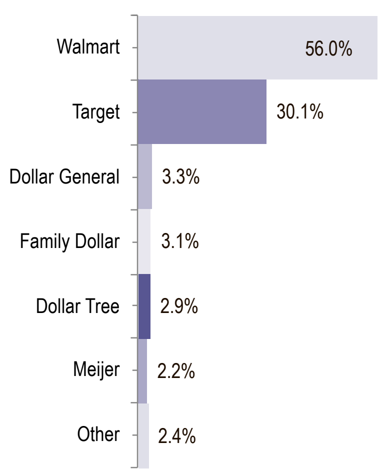


Do you prefer food storage containers made from plastic, glass or stainless steel?

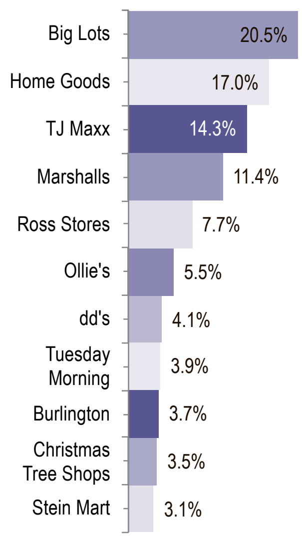


For each of the retail channels listed below, at which retailer would you most likely shop for home storage?

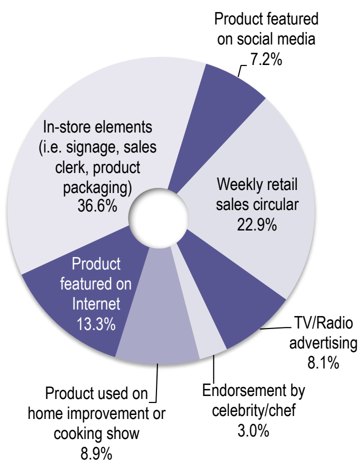
Discount Store



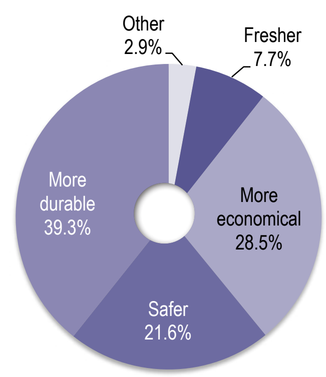
Off-Price/Closeout Store



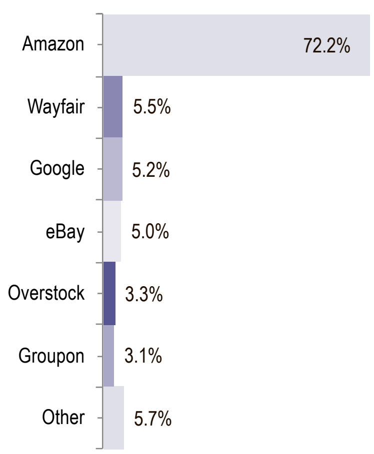
Which of the following would you say has the greatest influence on your home storage purchases?



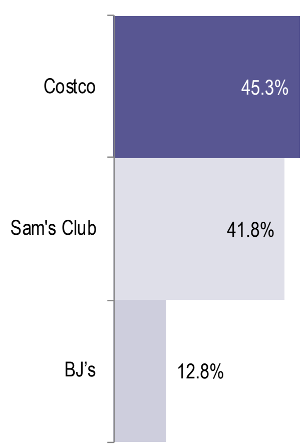
If you chose plastic as a preferred food storage material, what was the reason?



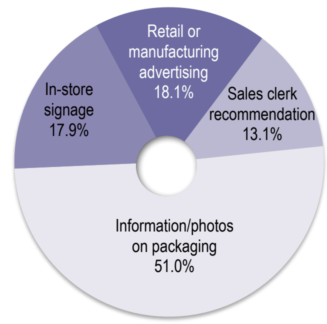
Internet/Catalog



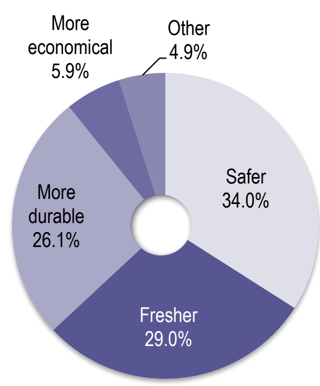
Warehouse Club



Of the in-store elements below, which one do you believe would have the greatest influence in your final product decision?



If you chose glass as a preferred food storage material, what was the reason?



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Cleaning Tools

Consumer Survey

The cleaning tools category continues to gain interest from consumers looking to boost their household cleaning chores. In fact, the 2021 Forecast survey showed that overall 62% of respondents said they were likely to make a cleaning tools purchase in the next 12 months.

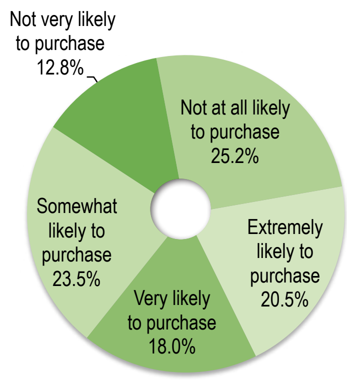
This seems to support the rise of coronavirus-related cleaning trends in the current marketplace, as consumers seek to keep themselves and their families, their homes and any product surfaces clean. Cleaning is perceived as one avenue to keep health and wellness top of mind in the household. Vendors have reported a surge in cleaning tool demand as a result.

Cleaning tools that use disposable cloths/pads took the top spot for consumers looking to purchase cleaning tools in the next 12 months, increasing to 35.7%, while a preference for microfiber mops saw an increase to 56.6% of respondents. Disposable cleaning products for in-between cleaning chores were chosen by 66.9% of consumer respondents, with that majority also favoring heavy duty products for regular cleaning chores.

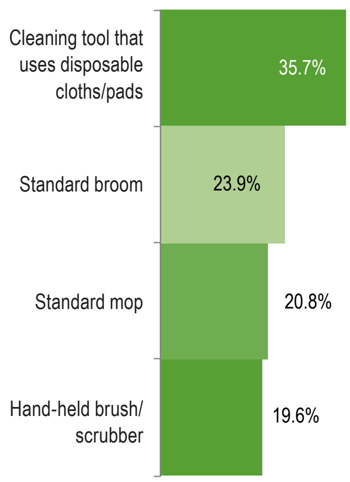
However, consumer interest in eco-friendly and reusable home products have continued to grow in awareness over the last year, a lifestyle choice that was reflected in the cleaning tool preferences of today's consumer. About 76% of respondents said they are more likely to purchase mops, brooms, sponges and other cleaning tools made from eco-friendly materials, even if those items are slightly more expensive. Vendors have responded in kind, developing more cleaning tools for the home, kitchen and bathroom that reflect sustainability in their manufacture as well as packaging.

The Forecast survey revealed that consumers are now willing to spend more for a quality cleaning tool. For example, 44.9% of respondents named quality/performance as the number one most important factor in their cleaning tool purchase.

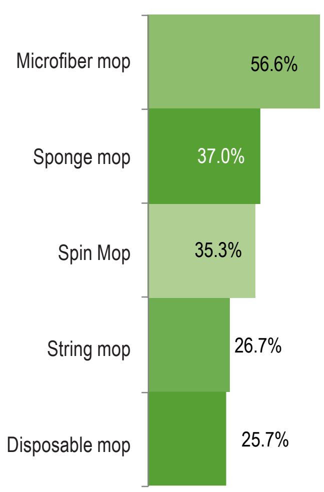
How likely are you to make a cleaning tool purchase in the next 12 months?



Which of the following cleaning tools would you be most likely to purchase?

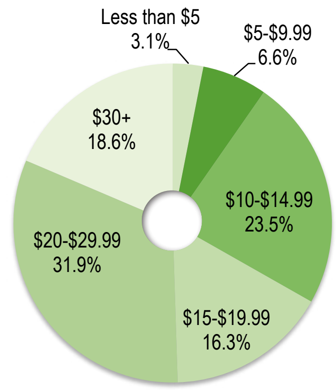


If you were planning to make a mop purchase in the next 12 months, which products would you be most likely to purchase? (choose two)

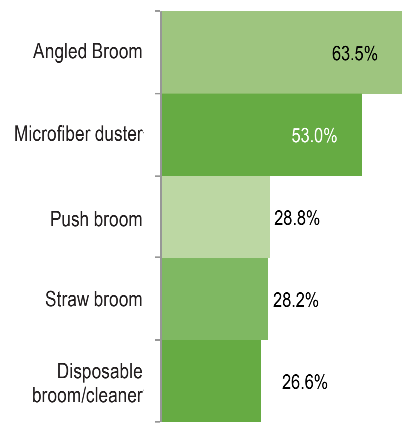


For the cleaning tools listed below, how much would you expect to pay?

Microfiber Mop

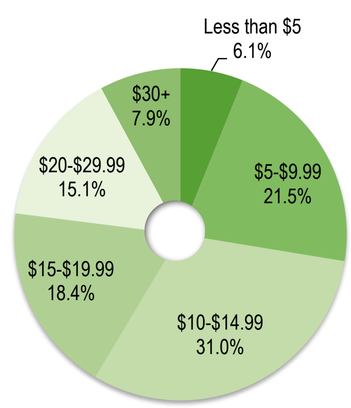


If you were planning to make a broom purchase in the next 12 months, which products would you be most likely to purchase? (choose two)

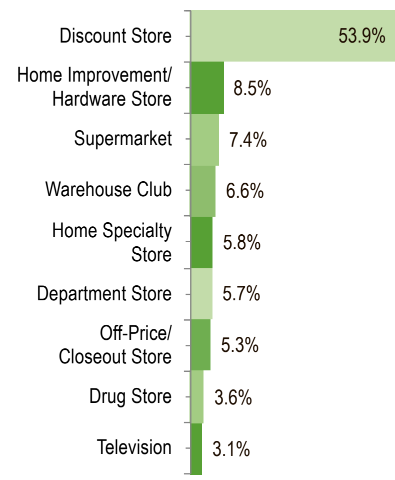


For the cleaning tools listed below, how much would you expect to pay?

Angled Broom

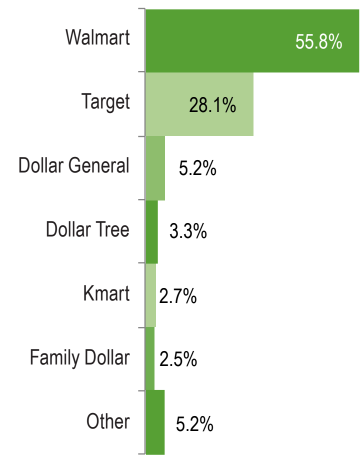


In which of the following retail channels would you shop most often for cleaning tools?

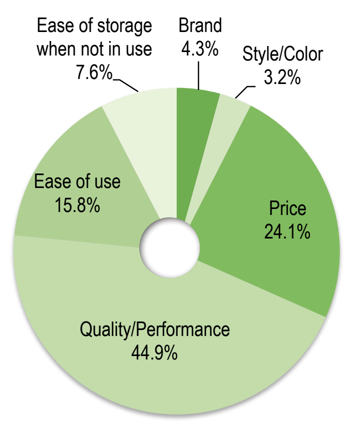


For each of the retail channels listed below, at which retailer would you most likely shop for cleaning tools?

Discount Store



Which factors are most important to you when purchasing cleaning tools?



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Home Environment

Consumer Survey

Consumers have been spending more time than ever at home this year, and as a result, are becoming more aware and more concerned about indoor air and water quality.

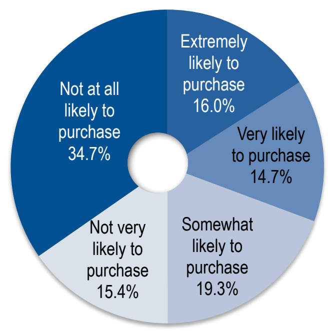
Although half of all consumers, 50.1%, responding to the 2021 Forecast said the ongoing global pandemic had no impact on their home environment appliance purchasing and usage, many other respondents reported definite changes due to the situation. Specifically, 10.7% of respondents purchased additional home environment appliances (not previously owned) during the pandemic, and 15.9% reported that they are still highly considering purchasing additional and/or replacement air and/or water treatment appliances because of the pandemic.

Additionally, 13.3% of respondents said they used previously purchased air cleaners more frequently during the pandemic; 10.4% said they used previously purchased humidifiers more frequently; 11.7% said they used previously purchased water filter systems more frequently; 12.7% accelerated replacement of air cleaners and filters during the pandemic; 11.1% accelerated replacement of water filter systems and filters; and 6.5% accelerated replacement of humidifiers during the pandemic.

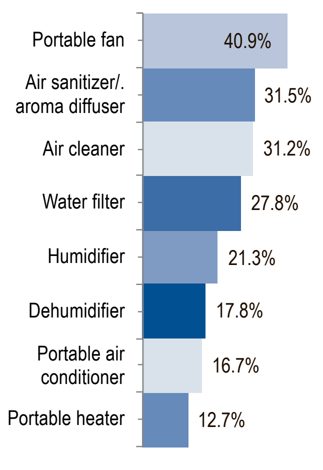
In general, half of all consumers said they were "extremely, very or somewhat likely" to purchase a home environment appliance next year, up substantially from the 33.6% who said they were extremely, very or somewhat likely to purchase last year. The top four products selected as most likely to be purchased were portable fans, selected by 40.9% of respondents; air sanitizer/aroma diffusers, selected by 31.5%; air cleaners, cited by 31.2%, and water filters, selected by 27.8%.

Smart home connectivity continues to grow in importance, as many users turn to mobile applications to monitor and control their home environment remotely. More than a third, 36.7%, of survey respondents said it was "very or somewhat important" that a home environment product have smart home functions, up from 30.1% who said it was very or somewhat important last year.

How likely are you to make a home environment purchase in the next 12 months?

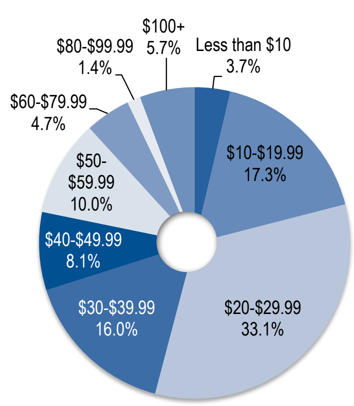


If you were planning to make a home environment purchase in the next 12 months, which products would you be most likely to purchase? (choose two)



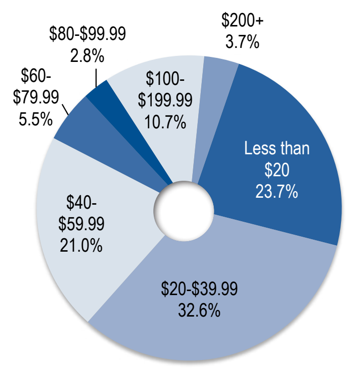
For each of the home environment products listed below, how much would you expect to pay?

Portable Fan

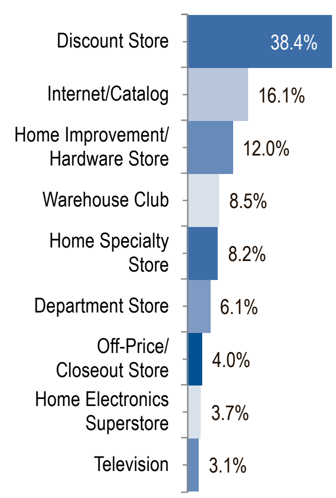


For each of the home environment products listed below, how much would you expect to pay?

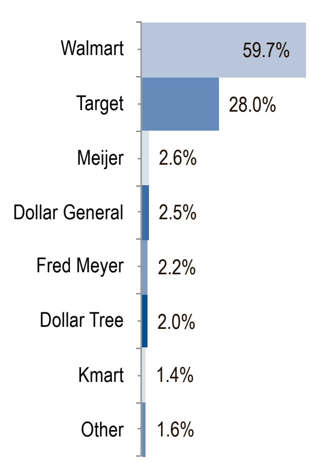
Air Sanitizer/Aroma Diffuser



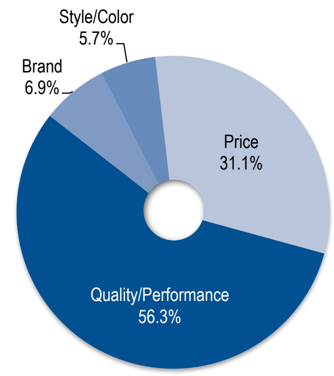
In which of the following retail channels would you shop most often for home environment products?



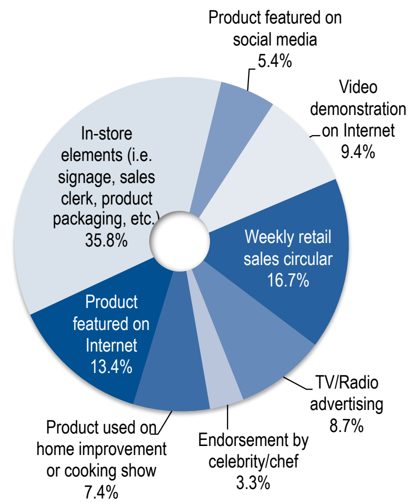
Discount Store



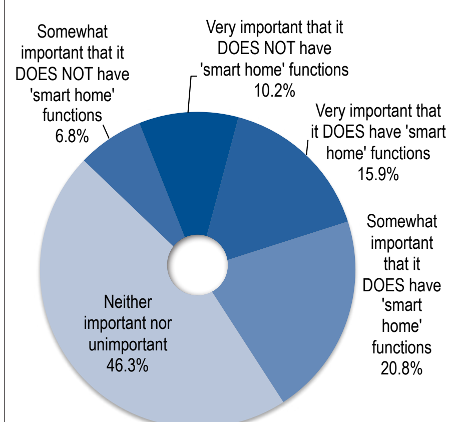
What is the most important factor to you when purchasing home environment products?



Which of the following would you say has the greatest influence on your home environment purchases?



How important is it for home environment products to have 'smart home' functions?



HomeWorld Forecast Consumer Survey, conducted by NPD Group.

Dinnerware

Consumer Survey

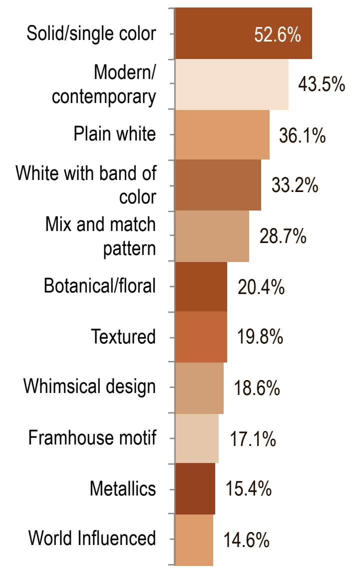
As consumers turn their attention to gathering around the table more than ever, dinnerware will continue to see gains in 2021, with 52.3% of consumers responding to the 2021 Forecast survey that they were extremely, very or somewhat likely to purchase dinnerware in the next 12 months, compared to 34.9% last year. This double-digit jump underscores the fact that this category will be very much a focus for consumers in the coming year.

As for what type of dinnerware they are buying, the casualization of dinnerware continues to reign, however, there has been a slight return to formal dining. As reported in the Forecast survey, 89.7% of respondents stated casual as their next most likely dinnerware purchase, a decrease of nearly 2% compared to last year at 91.3%. However, casual dinnerware is still a major trend and has therefore prompted dinnerware brands to respond with new designs, materials and finishes to suit these changing preferences.

Design trends continue to point towards farmhouse chic, which increased in interest from 15.7% to 17.1%. Patterns continue to take a backseat to solid and textured pieces. For example, 56.6% of consumers said they would be most likely to purchase dinnerware of a single or solid color, a slight increase from 52.4% last year. Modern and contemporary designs took the second spot with 43.5% while plain white remained in third at 36.1% and white with a band of color remained in fourth, with 33.2%. Metallics at 15.4% and World Influenced at 14.6% selections both increased from the previous year as well.

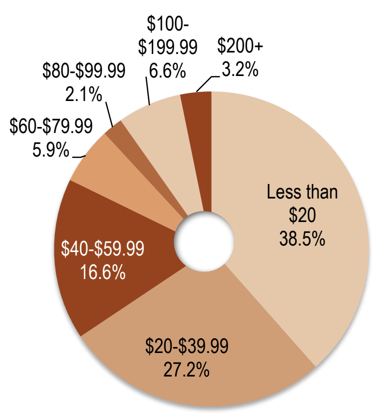
Even with a slight shift to formal dinnerware, stoneware remains the top material for consumers, with 30.3% of respondents stating it was their material of choice while 23.4% named porcelain. Consumers continue to embrace stoneware and to an extent earthenware, which earned 7.4%, an increase of about 2%, for their durable qualities. In addition, stoneware provides a more casual, artisanal feel and look that are appealing to consumers seeking more unique designs for their home, whether to match their décor or to express their individuality.

If you were planning to make a dinnerware purchase in the next 12 months, which products would you be most likely to purchase? (choose three)

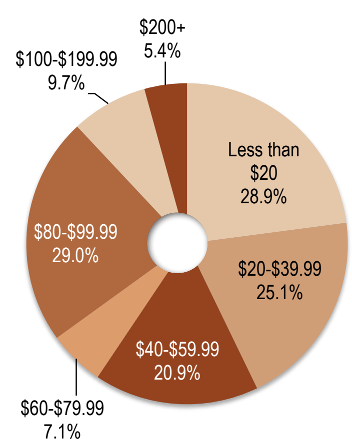


For each of the dinnerware products listed below, how much would you expect to pay?

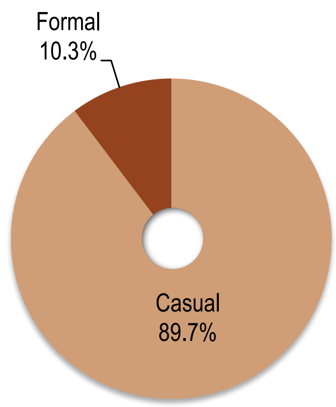
Solid/Single Color



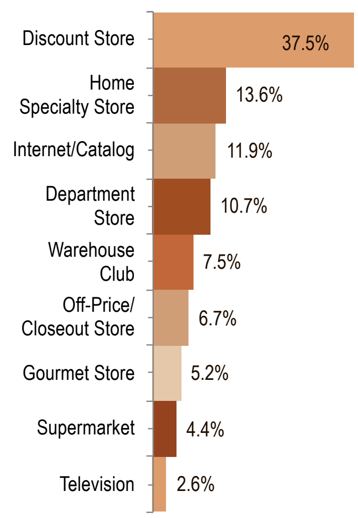
Modern/Contemporary



What type of dinnerware are you most likely to purchase?

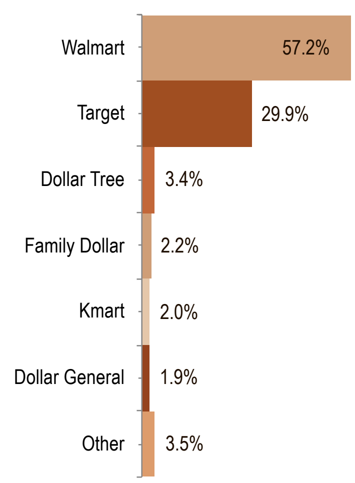


In which of the following retail channels would you shop most often for dinnerware products?



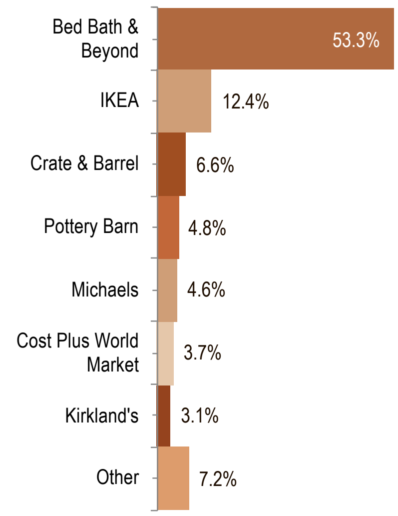
For each of the retail channels listed below, at which retailer would you most likely shop for dinnerware?

Discount Store

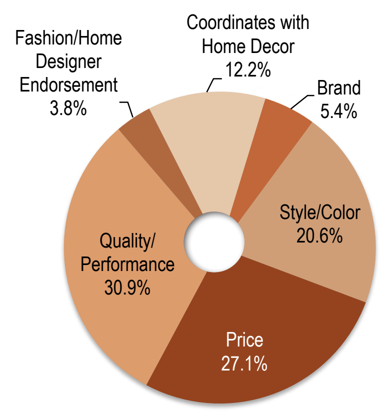


For each of the retail channels listed below, at which retailer would you most likely shop for dinnerware?

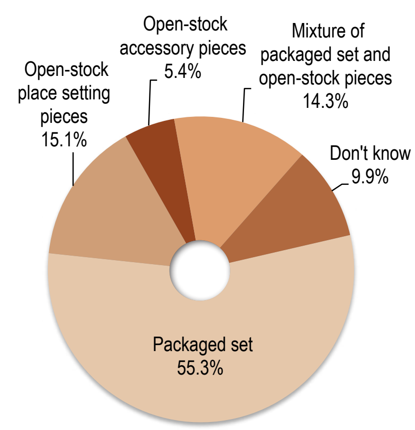
Home Specialty Store



What is the most important factor to you when purchasing dinnerware?



If you were going to make a dinnerware purchase, which of the following options would you most likely choose?



HomeWorld Forecast Consumer Survey, conducted by NPD Group.

Beverageware

Consumer Survey

Beverageware continues to be a growing category of interest to consumers as the percentage of respondents that plan to make a glass beverageware purchase in the coming 12 months jumped quite a bit from 38.7% to 53.7% in the 2021 Forecast survey. This is a reflection of the changing styles and tastes of consumers seeking to upgrade their glassware as they pay close attention to their home décor and desire to set an enhanced table for family dining.

As a result, consumers seem to have returned to more formal glassware as consumers are paying more attention to their table presentations at home. There was an increase in the number of consumers that reported they were more likely to choose formal glassware over casual. The percentage nearly doubled from 8.3% to 16.2% in the 2021 Forecast survey.

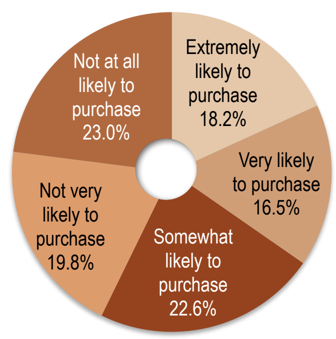
In addition, quality and performance earned more responses than the year prior with 38.3% of consumers selecting it as the most important factor when purchasing glassware, earning more responses than price this year, which earned 31.3%.

Color too saw an uptick in responses of consumers choosing this option versus clear, jumping from 77.6% to 82.5%. Beverage specific glasses improve/enhance taste of beverage also increased from 35.2% of responses to 49.1%. Both of these changes are a reflection of the changing tastes of consumers.

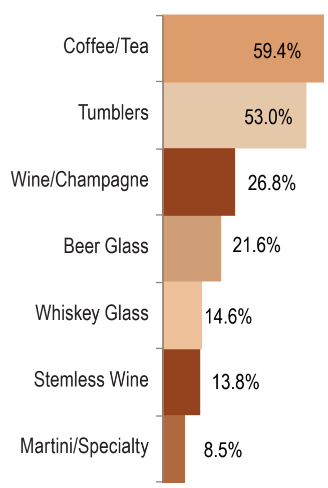
Tumblers and coffee/tea were close again as the most popular beverageware purchase type by consumers surveyed. Coffee/tea came out ahead once again, with 59.4% of respondents, while tumblers earned 53% of votes.

Pricing saw some increases this year, with consumers expecting to pay more for beverageware across the board. For example, for coffee/beverage, there was shift in expectation to willing to pay in the $15 and up ranges versus the lower $14.99 and below.

How likely are you to make a glass beverageware purchase in the next 12 months?

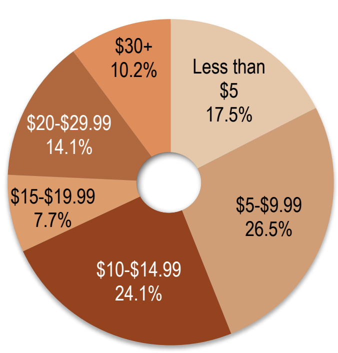


If you were planning to make a glass beverageware purchase in the next 12 months, which products would you be most likely to purchase? (choose two)



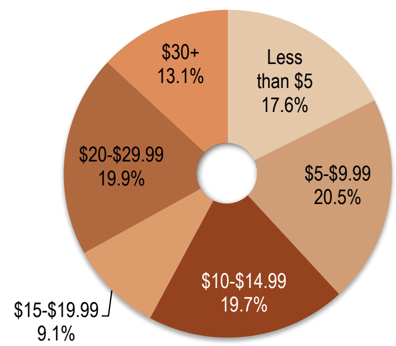
For each of the glass beverageware products listed below, how much would you expect to pay?

Coffee/Tea

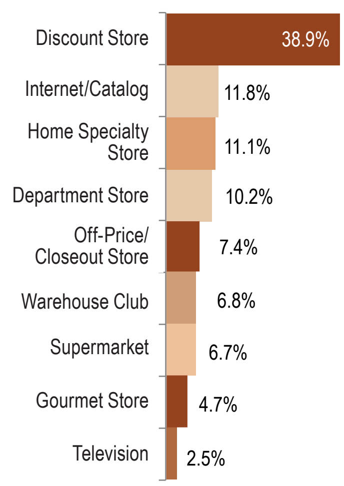


For each of the glass beverageware products listed below, how much would you expect to pay?

Tumblers

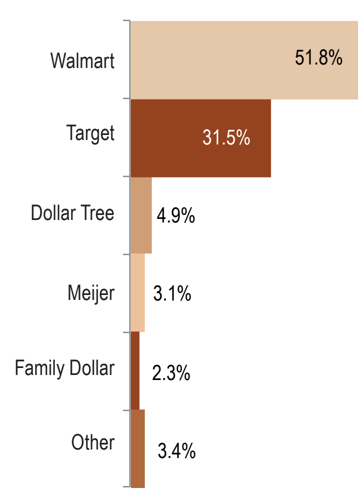


In which of the following retail channels would you shop most often for glass beverageware products?

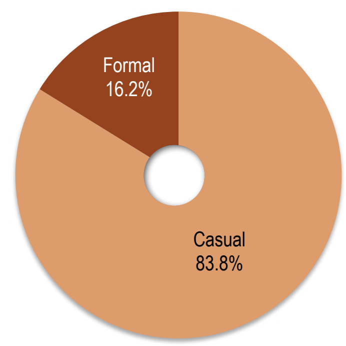


For each of the retail channels listed below, at which retailer would you most likely shop for glass beverageware?

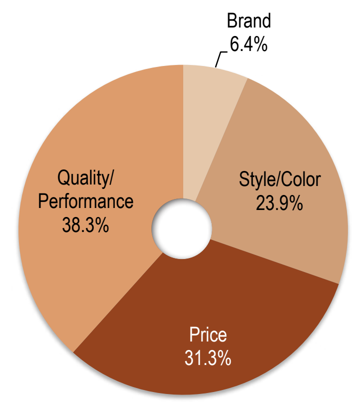
Discount Store



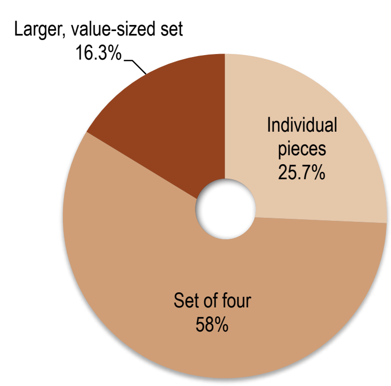
What type of glass beverageware are you most likely to purchase?



What factor is most important to you when purchasing glass beverageware?



How would you prefer to purchase glass beverageware?



HomeWorld Forecast Consumer Survey, conducted by NPD Group.

Air Fryers

Fastest Growing

Air fryers continued to enjoy steep growth in 2019 as convenient, versatile and healthy cooking appliances. Air fryers in 2019 registered increases of 40% in units and 24% in dollars. Expect another round of sizeable growth this year driven by a surge during the early stages of the pandemic by homebound consumers who rekindled their taste for homemade comfort foods.

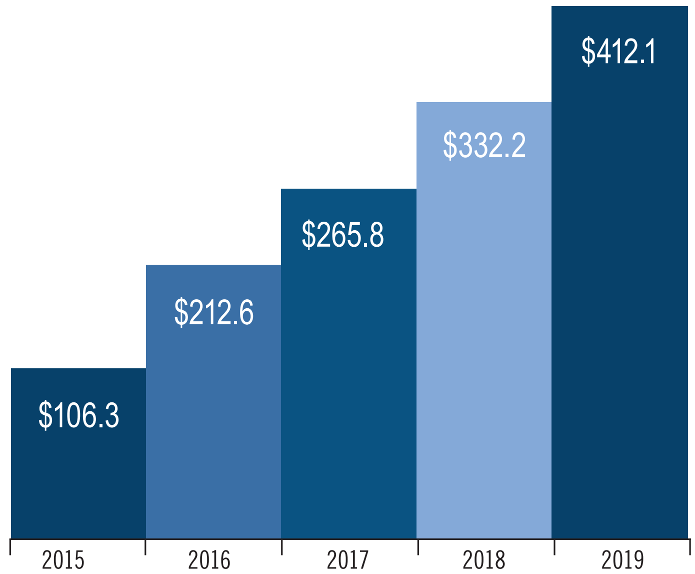
Fueled by new multifunctional and combination models, air fryers continue to lead among small kitchen appliances expected to be purchased in the next year, according to the 2021 Forecast consumer survey.

Air fryer growth and the corresponding wider array of products has led to erosion in average retails, as opening pricepoints moved over the past couple of years from around $99 down to $79, with some promotional pricing going even lower.

Industry sources said as much as 70% of sales have come from consumers shifting away from deep fat fryers towards air fryers, which present a healthier alternative to deep fat frying, achieving a crispy texture and even cooking with far less oil. Additionally, air fryers are gaining value as a versatile appliance, viewed by consumers as a great way to cook a wide variety of foods, not just snacks.

Growth also has come from increased sizes— units have moved from a standard 3-quart size all the way up to 12-quart units— which offer larger cooking capacity to serve the needs of growing families and at-home entertaining. Digital controls, multiple fan speeds and accessories such as grill plates and rotisseries continue to spark interest.

Retail Dollar Sales of Air Fryers
(in millions)



HomeWorld Census 2020 estimates.

- **Multi-function and combination units that feature convection cooking, toasting and other cooking options are expected to be among the strongest sellers moving forward.**
- **Larger capacity, digital air fryers continue to capture a greater share of the overall category.**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contact: info@ariaairfryer.com

Electric Kettles

Fastest Growing

Tea is growing in popularity as American consumers seek the benefits of a healthy, unprocessed beverage that offers unique flavor profiles and well-documented health benefits. And sipping a hot cup of tea has a soothing quality during these challenging times.

Suppliers of electric kettles are reaping the rewards of these engaged, health-focused consumers.

Indeed, the estimated value of the U.S. tea industry was $12.66 billion in 2018, according to the most recent figures released by the Tea Association of the U.S.A., which also reports that tea is consumed in more than 80% of U.S. households; more than half of Americans drink tea every day.

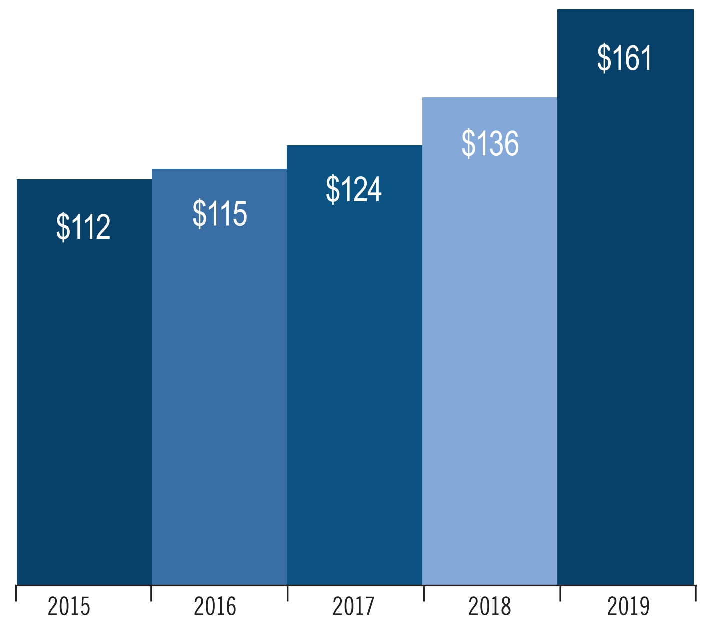
Electric kettles for many years have held strong small appliance market positions in Europe and as close as Canada, only to gain limited traction in the stovetop kettle-dominated U.S. Once primarily a staple of American dorm rooms in the U.S., electric kettles have grown rapidly in the U.S. in recent years, with increases of 20% in unit sales and 18% in dollar sales, with help from online placement that has demonstrated the category as a faster, more functional hot water solution.

Sales of variable temperature kettles are growing faster as consumers become more sophisticated about their tea preferences. These units allow precise temperature control for specialized green teas, white teas and craft coffees.

Electric kettles, many offering cordless design, also are a convenient and energy-efficient option for heating other foods, including instant soup, noodle dishes, pudding, baby formula, cocoa, oatmeal and rehydrating dried vegetables.

Stainless steel is the most popular housing material, although glass is increasing as a percentage. Sales of compact kettles suitable for smaller families and living spaces also are rising.

Retail Dollar Sales of Electric Kettles
(in millions)



HomeWorld Census 2020 estimates.

- **Surging consumer interest in wellness, natural products and sustainability has encouraged tea consumption.**
- **Electric kettles with precise temperature control also benefit from growing consumer interest in customized craft coffee.**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Anodized Aluminum Cookware

Fastest Growing

As consumers are embracing cooking at home again— whether they want to or not— hard anodized cookware is continuing to make gains in the market. Consumers who responded to the 2021 Forecast survey noted that quality and durability were the most important factors when making a cookware purchase decision, and hard anodized aluminum represents those product attributes well.

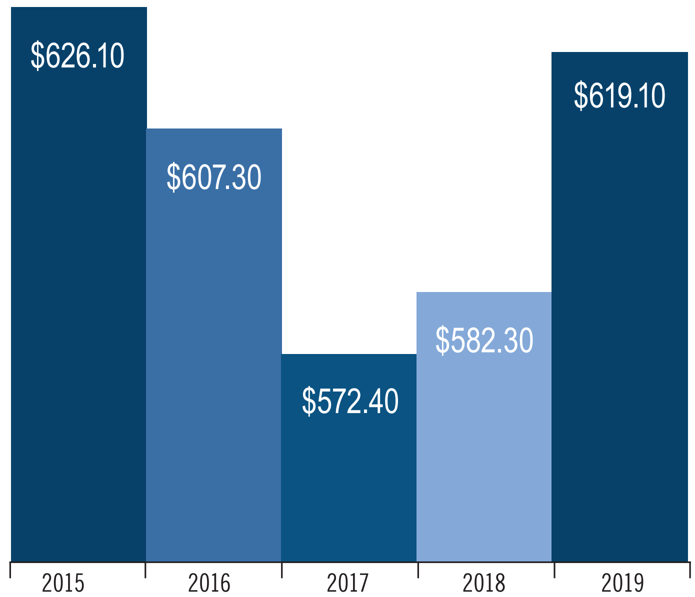
Anodized aluminum cookware also provides value to the consumer. The pieces are durable, allowing users to feel good about making an investment that will last them a long time. This is especially important as cookware has not only been more frequently used in the last year, but has also been used for a variety of different functions as well.

In addition to durability, anodized aluminum cookware represents other attributes that are appealing to home cooks. The products are normally resistant to corrosion, have even heat distribution, are metal utensil safe and don't react to acidic foods. In addition, they can be used at higher heats than non-stick cookware and many brands of anodized cookware are dishwasher safe, even though they clean easily with soap and water because of their makeup.

Anodized cookware also lends itself to open stock purchases, as well as sets. As replacement cookware has been top-of-mind with consumers during the COVID-19 pandemic, this will continue to allow anodized aluminum cookware to grow in sales. Additionally, those who are looking to replace full cookware sets also turn to anodized cookware as it lends itself to several types of cooking styles and techniques.

Colored anodized aluminum cookware has also supported this category in becoming one of the fastest growing. Open stock colored fry pans, stock pots and more allow consumers to bring a touch of color into their kitchen and onto their table without having to make a hefty investment. As consumers become more aware of reflecting their own personal style in the kitchen, and share their results on social media, they will continue to look for uniquely colored and styled cookware that is also functional.

Retail Dollar Sales of Anodized Aluminum Cookware
(in millions)



HomeWorld Census 2020 estimates.

- **Anodized aluminum cookware lends itself to several types of cooking styles and techniques.**
- **Open stock colored fry pans, stock pots and more allow consumers to bring a touch of color into their kitchen without having to make a hefty investment.**

Thermal Beverageware

Fastest Growing

Thermal beverageware witnessed yearly sales growth, with an increase of $8 million according to the Housewares Census 2020, and the category is projected to keep up this momentum.

It's no question the demand for portable solutions that keep a variety of beverages warm or cold, while on the go, was on a growth trajectory before this year. However, with the majority of the country following stay-at-home orders for more than six months, the category is projected to keep growing faster.

First and foremost, health and safety issues are at the forefront for the consumer as water bottles in all of their various forms have become a staple in the household. Many consumers have multiple bottles for themselves, spouses, partners and children for use at the office, gym, school, sports and outdoor excursions.

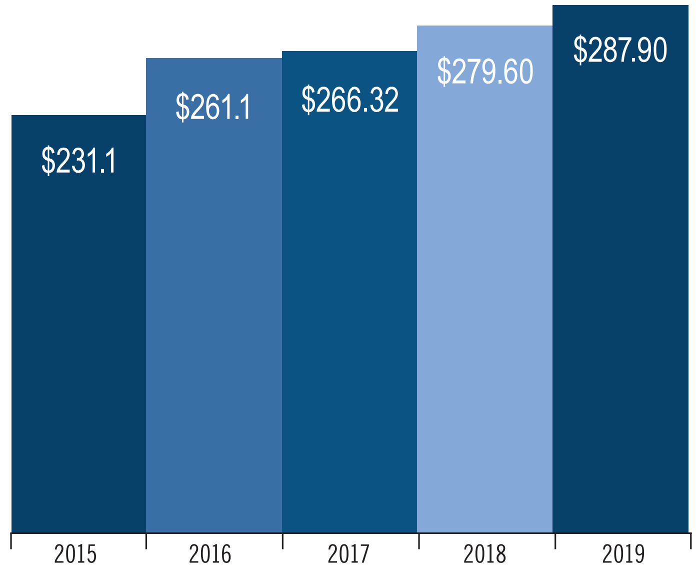
Thermal beverageware to help consumers take their craft and home-brewed coffee and tea with them on the go have also provided the category with a boost. So too has the desire for thermal beverage options that also keep wine, beer and cocktails at optimal temperatures. With consumers spending more time on excursions, with friends or simply in their own yards, there are more opportunities for the use of thermal beverageware.

In addition, while mass and discount retailers are still the leading sellers, thermal beverageware has also accelerated at a face pace into other retail channels such as outdoor/sports, hardware, drug stores and grocery, among others.

Technology has been at the forefront over the last couple of years, with vendors continuing to provide thermal beverageware that keeps beverages cooler or warmer longer, as well as giving consumers more durable and lightweight materials.

As thermal beverageware has become a regular part of a consumer's daily routine, personalization is in demand. A focus on design has emerged as vendors are tapping into home décor and fashion trends to drive new colors, patterns and finishes, as well as collaborating with lifestyle brands for licensed options that connect with specific consumers.

Retail Dollar Sales of Thermal Beverageware
(in millions)



HomeWorld Census 2020 estimates.

- **Vacuum insulated stainless steel has boosted the category as consumers become aware of the material's temperature retention and durability.**
- **With home entertaining on the rise, thermal, portable wine and beer tumblers and carafes, for example, have risen in popularity for use in the yard or on a deck.**

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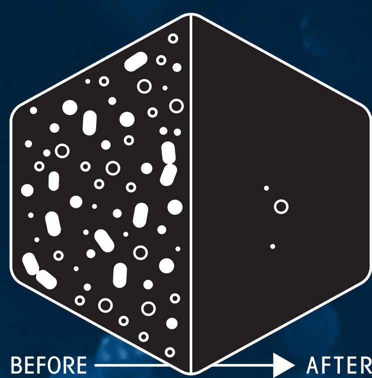

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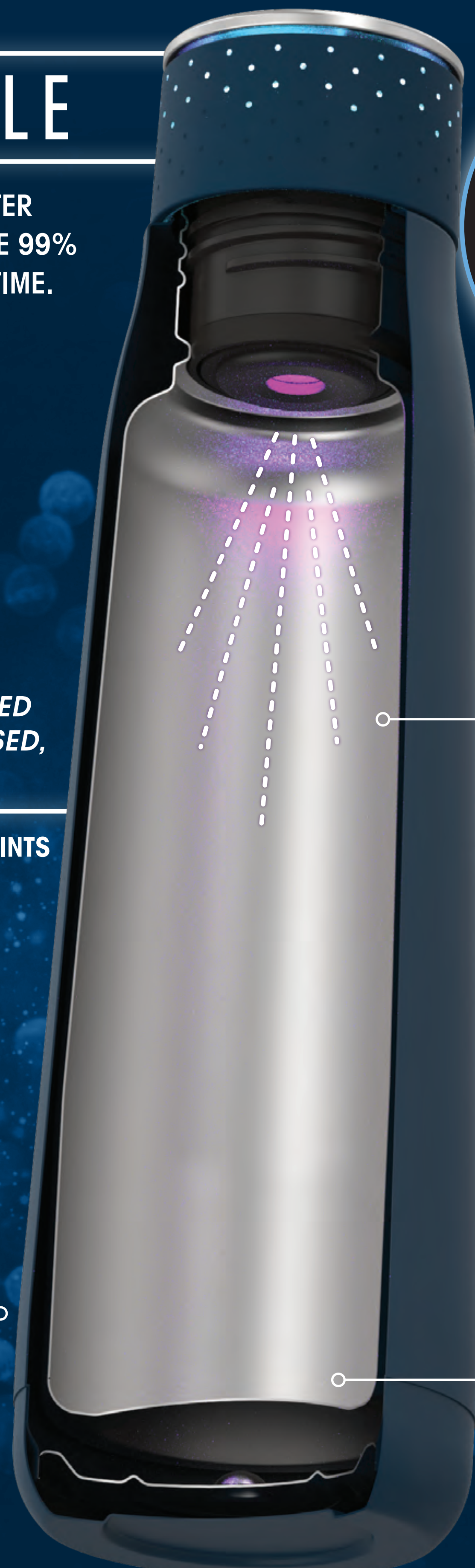

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WORLDWIDE PATENTS PENDING

Cosmetic Mirrors

Fastest Growing

The cosmetic magnification mirror category was already enjoying a period of rising sales when the pandemic made remote video the primary face-to-face business meeting and social gathering platforms.

If people generally loosened personal appearance at the onset of stay-at-home restrictions, most renewed their commitment to a well-presented look as the pandemic set in and online video meetings and gatherings became more routine and frequent. This renewed a sales lift that is expected to endure for a wide range of beauty accessories, including cosmetic magnification mirrors.

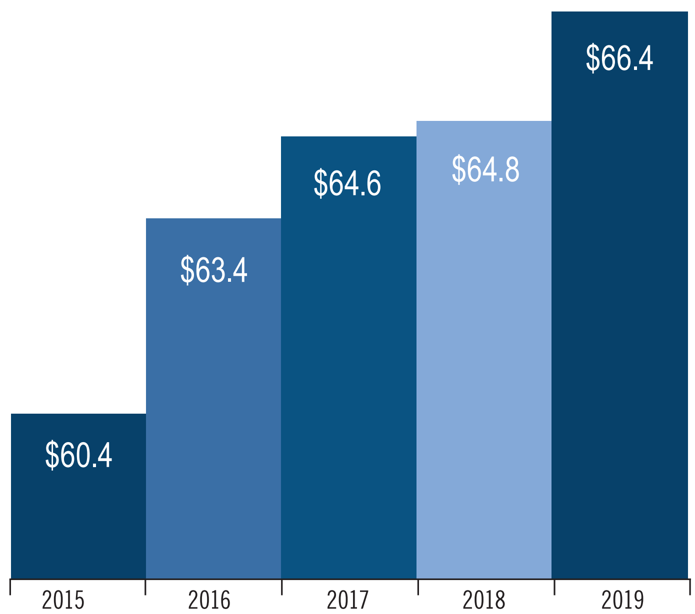
The cosmetic mirror category saw a notable sales lift in 2019, driven to some degree by the emergence of aggressively priced and heavily advertised As Seen On TV models that landed prominent shelf space at mass merchants and big-box specialty stores.

Infomercial activity in support of such mirrors helped lift consumer awareness of and retail traffic for the overall category. That, in turn, opened a renewed opportunity for mainstream cosmetic mirror leaders to illuminate and magnify the design and performance differences of upgraded products.

A resurgence of the retail cosmetic mirror category that began more than a decade ago was driven by advanced lighting, magnification and optics technology that delivered more precision at affordable pricing in a range of fashionable finishes. This also spurred a range of higher-performing travel-sized mirrors that contributed to steady sales gains from the category.

Today, step-up models also may be equipped with wireless technology support, video and audio features. Other designs offer "smart" features that allow consumers to more effectively manage their beauty regimens and skin health.

Retail Dollar Sales of Cosmetic Mirrors
(in millions)



HomeWorld Census 2020 estimates.

- **While Baby Boomers and Generation Xers have long been familiar with the mirrors, connected features are grabbing the attention of Millennials and Generation Z.**
- **Despite the influx by DRTV mirrors promoted at $19.99, a good share of consumers embrace advanced design and technology in the category at higher retail prices.**

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Skin & Facial Care Appliances

Fastest Growing

An increasing interest in home health care is fueling steady sales of skin and facial care appliances.

Anti-aging skin treatments aimed at Baby Boomers are emerging as a driving force in the U.S. market for skin and facial care appliances. For younger generations, products that help treat and minimize acne also are popular. Basic cleansing devices, once a driving force in the category, have become less important as new technologies have emerged.

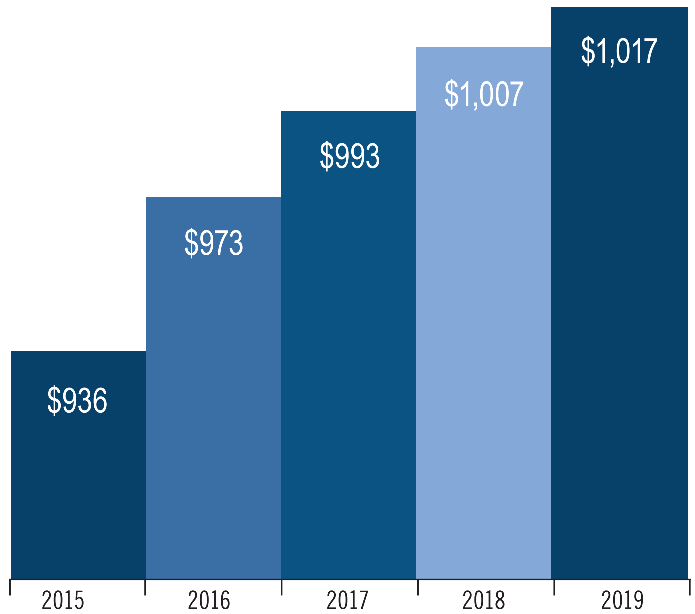
L'Oreal discontinuing the Clarisonic brand of facial care appliances this fall is a major development in the category. The closeout of Clarisonic products could flood the market temporarily with deep-discounted inventory while eliminating a once highly visible brand that helped build and secure the category at retail. However, others note the move also could open shelf space and unlock opportunities for responsive suppliers quick to develop and offer innovative, new product and creative marketing to fill the void at retail as consumer interest in the facial care category continues to expand.

New technologies and new combinations of existing technologies are fueling growth in skin and facial care appliances, led by anti-aging and anti-wrinkle dermabrasion products; units that promote better skin hydration; products that make skin more receptive to lotions and creams; and products designed to curtail acne and reduce cellulite.

Other factors driving sales include enhanced distribution in e-commerce outlets and heightened social media campaigns designed to engage and educate consumers.

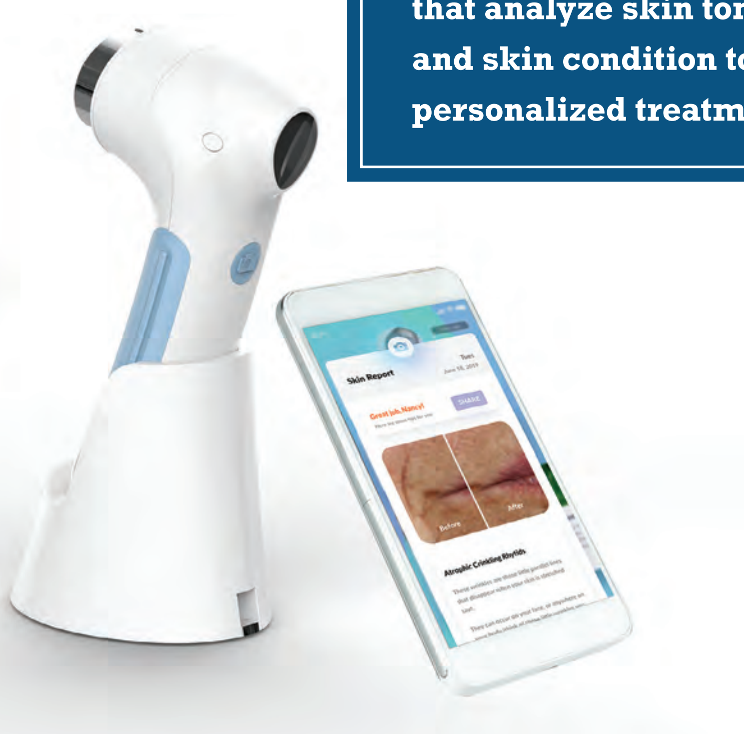
Sales growth is happening at both the low and high ends. New technologies and connected appliances are commanding higher price-points through direct sales, luxury and specialty stores at the top end of the market.

Retail Dollar Sales of Skin & Facial Care Appliances
(in millions)



HomeWorld Census 2020 estimates.

- **Despite rising consumer interest in skin and facial care appliances, U.S. sales were relatively flat in 2019.**
- **Customization is a key factor for the next-generation of app-connected skin and facial care appliances that analyze skin tone, skin type and skin condition to prescribe personalized treatment options.**



Air Cleaners

Fastest Growing

Air cleaners, despite relatively flat unit sales in 2019, enjoyed a notable dollar gain from a move to higher-priced performance. Respiratory and safety and health concerns linked to the COVID-19 pandemic amplified sales of air purifiers by homebound consumers while reinforcing overall awareness of the importance of good indoor air quality.

Consumers normally take about 20,000 breaths each day and spend 90% of the time indoors, according to the Asthma & Allergy Friendly Certification Program.

Officials from the Asthma & Allergy Friendly Certification Program report that consumers are more interested in learning about air quality, with page views for portable air cleaners on the www.asthmaandallergyfriendly.com website increasing 48% as the coronavirus outbreak escalated.

According to the Environmental Protection Agency (EPA), indoor air can contain concentrations of some pollutants two to five times higher than typical outdoor concentrations.

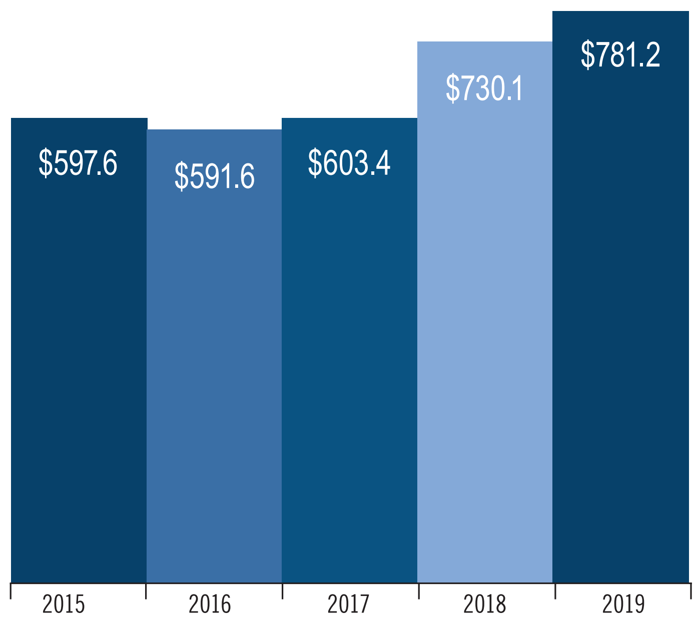
Increasing consumer home air quality awareness has helped drive sales for several years of devices to reduce such airborne contaminants as pet dander, dust pollen and mold, as well as volatile organic compounds, bacteria and viruses.

Consumer education remains an important issue in the air cleaner segment. Suppliers and retailers are offering expanded outlines of the product features and benefits, aided by video demonstrations and other content that showcase the technological and efficacious aspects of the air cleaners.

Air purification systems include mechanical filtration models combining pre-filters, HEPA filters and activated carbon filters. Advanced air purifying technologies available for home use, such as medical-grade NCCO technology, active oxygen generators and photocatalyst filtration are reported to be effective against viruses and germs.

Some new air cleaners, including lightweight portable models, feature sensors that monitor surrounding air quality and automatically adjust filtration intensity.

Retail Dollar Sales of Air Cleaners
(in millions)



HomeWorld Census 2021 estimates.

- **Year-over-year sales of air cleaners jumped 144% in the three-week period ending April 4, according to The NPD Group, in the aftermath of stay-at-home mandates.**
- **Expect continued growth from WiFi- or Bluetooth-enabled air purifiers, allowing consumers to connect with their unit remotely.**

Humidifiers

Fastest Growing

Desire to create a healthier home, long a strong purchase motivator driving home environment appliances, was ramped up considerably earlier this year as Americans began working, schooling and spending more time at home because of the pandemic.

Humidifiers are playing an increasingly more central role in making homes healthier.

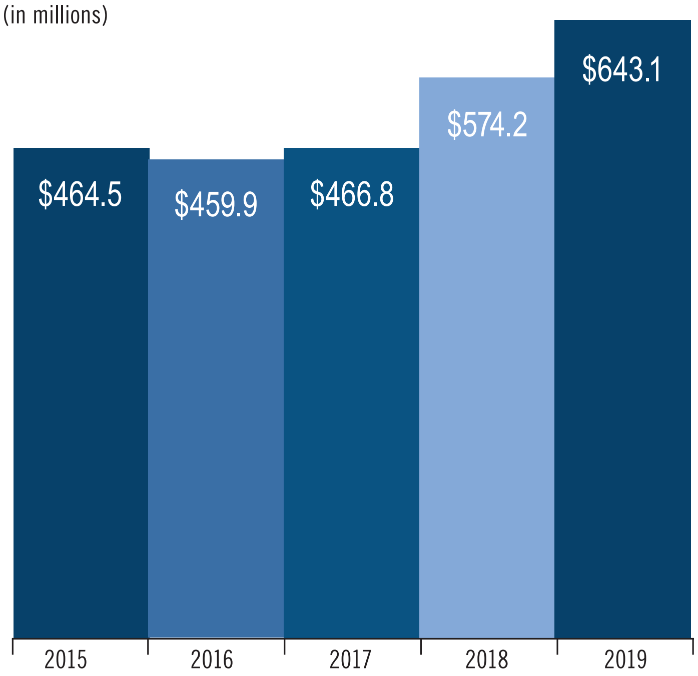
The winter season normally is the most popular period for in-home humidification as consumers look to offset the impact of drier air and prevent dry skin, chapped lips and dry eyes. Cold, dry air typically associated with heating season in the northern regions of the country coupled with a rise in births among Millennial couples are invigorating sales of humidifiers.

At the same time, medical research has shown that there is a strong correlation between dry air and viral infections, such as the flu, colds and measles, as well as many bacterial infections; the studies have shown that a "sweet spot" for indoor air is between 40% and 60% relative humidity. The Centers for Disease Control (CDC), meanwhile, recommends humidifiers to provide relief from dry cough and sore throat.

Humidifier sales benefitted from healthier lifestyles long before the coronavirus outbreak. Year-over-year dollar and unit sales increased 12% in 2019. The increases come on the heels of more than 20% increases the preceding year, indicating humidifiers are gaining more floor space at retail. And consumer purchase intent remains strong entering the first full winter since the pandemic escalated, according to the 2021 Forecast survey.

Humidifiers cover a range of technologies, including tabletop ultrasonic, warm-mist and evaporative models for smaller and medium-sized spaces; and console evaporative models for larger spaces. That a good share of consumers expect to pay more than $100 for a humidifier suggests a growing trend toward larger, higher-performance and full-featured units. Some models incorporate essential oil diffusers and aromatherapy.

Retail Dollar Sales of Humidifiers
(in millions)



HomeWorld Census 2020 estimates.

- **Retail distribution of humidifiers is strongest among discounters, as well as home centers and hardware stores.**
- **Suppliers continue to balance the utilitarian nature of humidifiers with styling coordinated to popular room decor.**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Food Storage

Fastest Growing

As home cooks continue to meal prep, cook in larger batches and save leftovers, food storage remains a key category to watch in 2021.

According to the Housewares Census 2020, the category witnessed a $17 million increase in 2019 and continues to be a significant housewares purchase.

In addition to consumers leading healthier lifestyles and being more concerned with sustainability, the pandemic has also given rise to the importance of home cooking. With consumers essentially remaining at home for many months and takeout options sparse, the pandemic has ignited a return to home cooking and baking that consumers plan to continue.

Storing prepped ingredients ahead of mealtime, as well as storing leftovers for future meals, has become an essential part of a household's routine and food storage options are in demand.

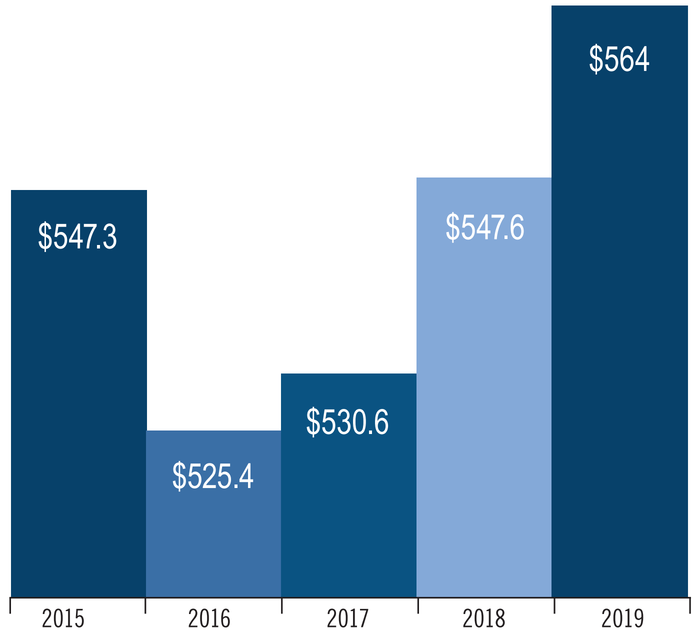
New solutions continue to focus on improved sealing and locking in, so that odors and foods, especially sauces and wet ingredients, remain inside the containers. In addition, options that divide meals are also on the uptick.

Collapsible options have also increased as especially those consumers that are living in smaller homes and apartments appreciate the ease of storing these offerings. Nesting and color coded tops have become a helpful feature in order to keep supplies organized when not in use.

Vendors have also reported an increase in demand for food storage, be it glass or plastic, that suit consumer personalities and home décor. New licensed collaborations have emerged as well as exclusive designs and patterns, especially in the glass food storage segment.

Sets that offer a wide variety of sizes still remain a top seller and are projected to continue do so for the perceived value they provide, while portable, on-the-go food storage will continue to drive sales in the category. With consumers being more vigilant about bringing their own food from home to the office, school or for outdoor excursions, lunch totes, bento boxes and snack containers will continue to be a key purchase.

Retail Dollar Sales of Food Storage
(in millions)



HomeWorld Census 2020 estimates.

- **Nesting storage containers have become a key solution to maximize the storage space in the kitchen.**
- **Glass food storage, such as jars with gasket seals, remain a key selection to keep food preserved properly.**

Home Office RTA Furniture

Fastest Growing

Despite the challenges of the global pandemic, the current year has been very good to producers of home office furniture who actually have had challenges maintaining their rapidly turning inventories.

With consumers finding themselves working and studying at home, they've needed furnishings and other supplies to keep them productive. They also have had reason to upgrade what they own given the amount of time they may be in their home office space, whether dedicated or rotating.

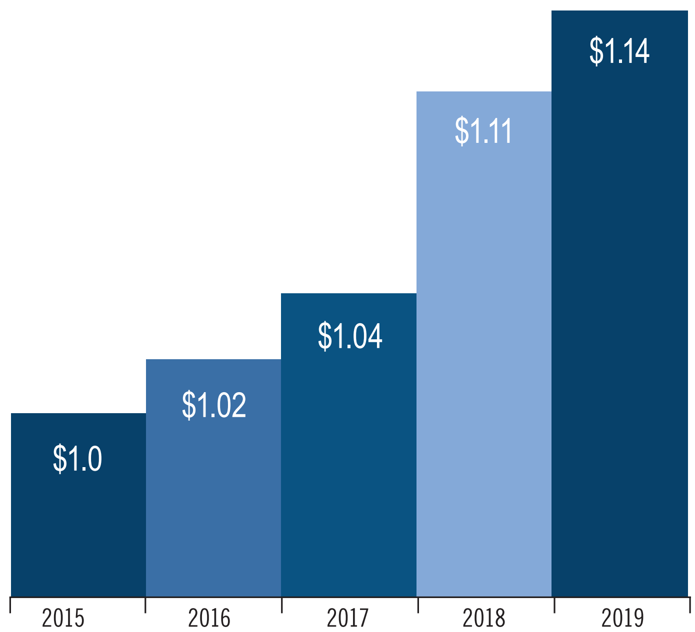
Some evidence suggests that the consumer drive to create and improve home offices won't end with the distribution of a vaccine for COVID-19. For one thing, more companies are considering moving more work out of office space and into employee homes, with high-profile tech companies among them. Outdoor product retailer REI has said it won't occupy an office building it just constructed in Belleview, WA, preferring employees work from home and creating meeting and occasional work spaces in smaller scatter offices. In an interesting twist, Facebook bought the building.

The Forecast also provides evidence. Interest in what are being called distributed work models has resulted in employers testing various work-from-home tests and launching incremental applications for several years now, which has driven home office sales, and continues to do so.

In last year's Forecast, 23.7% of survey respondents said they would consider a traditional home office workcenter or desk if they were making a furniture purchase over the following 12 months. The number went up to 25.5% in this year's survey. The proportion of respondents considering an adjustable sit/stand workstation purchase went up as well, from 13.7% to 15.9%. The amount of money consumers expected to spend on traditional home office workstations and desks slid higher as well, with only opening pricepoints and the $200 to $499.99 range seeing downward momentum and $150 to $199.99 effectively flat.

Although it's nice to see some momentum in expectations, consideration should fall on what happens when more employers make temporary work from home situations permanent, with consequences including the demand for commercial grade or equivalent furniture arising either from business or OSHA.

Retail Dollar Sales of Home Office RTA Furniture
(in billions)



HomeWorld Census 2020 estimates.

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Adjustable Height Desks

Category To Watch

The COVID-19 pandemic has not only prompted people to work from home, it also has shined a spotlight on wellness, which means that adjustable height desks are going to get a long look from a lot of consumers.

Wellness, in a broad definition that includes health, well-being and sustainability, has become a critical issue. It has been transforming the drug store business and, in a more gradual way, the supermarket channel. Indeed, with initiatives such as the CVS HealthHub expansion, retailers are getting deeper into health treatment and maintenance. Walmart, among its several wellness initiatives, recently acquired CareZone, including its technology platform, patents and key intellectual property, to provide a way for its customers to organize health information and access vital services.

The rise of the adjustable workstation is more evidence that consumers are asking retailers and home goods suppliers to provide them with products they can use to enhance their wellbeing.

In the Forecast survey, 15.9 % of respondents who might consider a furniture purchase expressed interest in an adjustable sit/stand desk while 25.5% said they had an interest in a traditional home office workcenter. Only a few years after they became widely available and, indeed, at all familiar, more than half as many consumers wanted to check out sit stand desks as traditional work centers.

In addition, the purchase intention is up year over year, with consideration of an adjustable sit/stand desk purchase at 13.7% of respondents in the 2019 Forecast survey. It may be ventured that adjustable sit/stand desks are growing with wellness concerns. Price may be an issue, as consumers who responded to the survey tended to focus their expectations on lower pricepoints. However, with more working from home situations inevitable post-coronavirus crisis, and employers likely to subsidize home office purchases as influenced by staffers, labor activists and, potentially, government agencies, circumstances seem to favor the furniture category.

- **Adjustable sit/stand desks also are getting a boost from gamers who want more adjustable options.**

- **Sit/stand risers have become a bridge category that has allowed consumers to experience the benefits of shifting positions during the day.**

Anti-Fatigue Mats

Category To Watch

While consumers continue to spend more time at home for work, school, play or a combination, they continue to adopt home solutions that bring comfort and ease to their everyday routines.

Anti-fatigue mats, which feature a gel or polyurethane foam layer to provide energy to lessen fatigue in the legs, provide comfort to consumers taking on such tasks. Whether they are cooking in the kitchen more often, spending more time in their home office, gardening, grilling or taking on new projects in the garage, anti-fatigue mats have become a welcome solution in just about all areas of the home.

This has led to consumers purchasing more than one for their home and to gift to others, vendors said. These trends have provided an uptick in sales for the category in the last year and it is projected to continue that momentum.

As consumers continue to work from home more often and for some, indefinitely, the adoption of anti-fatigue mats will help drive sales in the coming year, especially as standing desks continue to be a popular choice in the home office.

Consumers continue to look for innovation in the category both in terms of design and functionality. Vendors have introduced mats in larger sizes as well as small, companion sizes for tasks around the home.

As anti-fatigue mats grow to be a more common household item, consumers are looking for new and premium design options. Leather, metallics and patterns are popular choices, as well as other personalized selections that match existing décor throughout the home. In addition, rugs or rug-like textiles with a comfort component have gained traction.

While the majority of anti-fatigue mats are made in the U.S., counterfeits still challenge the category as competitive products manufactured overseas continue to enter the marketplace. Unfortunately, those products are typically made from what vendors have said are inferior components, such as recycled foam, and can also contain components that could create health issues, like vinyl and adhesives.

Education continues to be an important factor for vendors in the category in order to get their messaging across on the benefits of purchasing premium anti-fatigue mats at a premium price.

- **Rugs or rug-like textiles with a comfort component have gained traction in the category.**
- **As more consumers work from home for the long-term, anti-fatigue mats for use in the home office, especially underneath standing desks, is projected to rise.**

Wireless Food Thermometers

Category To Watch

Outdoor grilling and advanced cooking techniques such as smoking meats have given a boost to the food temperature measurement category, as the monitoring of food temperatures is essential to ensure food is cooked safely and thoroughly.

Grilling thermometers have certainly evolved from years ago, and consumers are seeking out accessories that make them a better chef.

Wireless, connected thermometers have emerged as a solution for consumers grilling outdoors as they enable cooks to tend to other tasks away from the grill or oven.

Since wireless food thermometers connect wirelessly with smart devices, this integration enables consumers to manage the thermometers from their smart phones so they will instead receive temperature readouts on devices rather than hovering over a grill or oven. Many designs are also equipped with enhanced, easy to read and hear alarms to ensure consumers are alerted properly.

This ability of wireless food thermometers to enable home cooks and grillers to entertain more easily while cooking has prompted the category to see a rise at retail, with new models that feature improved functionality and more convenience.

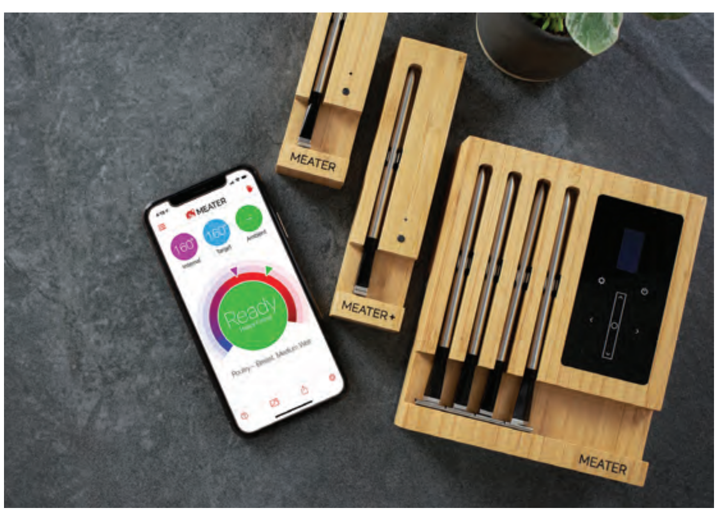
Many are also equipped with preset temperatures, which have become a popular feature. These presets allow for a consumer to input custom temperatures to monitor the cooking progress, including estimated cook time. In addition, some models let consumers monitor multiple timers to be set, a help to consumers when preparing more than one type of food. Some presets include USDA temperature guides for a range of meats, which ensure safe cooking.

Another attractive feature, especially for those community-minded consumers, is the ability of smart-enabled thermometers to connect into apps that allow consumers to tap into a database of recipes, tips and techniques, and also communicate with others.

For those taking on advanced projects such as smoking meats, some of the newest wireless food thermometers are able to read up to 600 degrees Fahrenheit or more to support such efforts.

Multi-probe remote thermometers continue to be in demand, especially those that are also Bluetooth-enabled. As consumers continue to explore advanced and more creative grilling skills, wireless food thermometers, are in a position to grow in the coming year and beyond.

- **WiFi-enabled food thermometers for indoor and outdoor cooking and grilling continue to be popular as consumers adopt smart systems.**
- **With outdoor grilling year-round on the rise, consumers are seeking out wireless food thermometers in order to monitor their food temperatures while entertaining guests.**

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Automatic Coffee Centers

Category To Watch

The coffee appliance category registered steep increases across the board during the early months of the pandemic, when sales of espresso makers were ahead of the year-earlier sales pace by nearly 10%.

The largest factor driving sales in the overall coffee appliance and accessory category is taste. As consumers have become more sophisticated in their coffee tastes, they have embraced the ability to experiment with new specialty coffee beverages, given the many recipes and taste variations available. And as information about craft coffee techniques becomes more widely available, more people are interested in and empowered to create that same café experience at home.

Lattes and cappuccinos are among the most popular coffee beverages in the U.S., so the demand for espresso is already strong as the latest generation of super-automatic home espresso brewers advance the ease, convenience, performance and versatility of the premium home coffee experience.

Suppliers of these high-end coffee centers are pioneering new features to help consumers take home coffee to new heights, including digital controls, touch-screen technology and downloadable apps.

The category also is advancing its automatic milk frothing applications for cappuccinos, lattes, flat whites and other specialty coffee beverages. Some new machines integrate smart technology, including digital assistant voice control and an automatic replenishment app.

- **A café latte is the most popular coffee order in the U.S., and in 2019 Americans drank more than 67 million lattes, according to the Specialty Coffee Association.**
- **Espresso makers registered a 10% jump in sales and a 5% increase in units in 2019 compared to the previous year.**

Bar Stools

Category To Watch

Consumer lifestyle considerations have favored the bar stool category for some years now, and they continue to do so, meaning it's a safe bet sales will be solid for the foreseeable future.

Of course, bar stools, and their table- and counter-height cousins, have gotten a boost from small space living given they can function as utilitarian everyday seating and, at need, guest seating in a small footprint as used and stored.

Yet, it isn't space alone that favors bar stools. Given that consumers have been doing more at home, a development only magnified by the pandemic, they need more multipurpose furnishings, and stools fit the bill, especially because vendors provide everything from step stools that help the user negotiate high cabinets to elaborate bar stools that sit like club chairs but that can be tucked away when not in use.

The benefit of variety and its ability to give consumers what they want has gotten a boost from digital commerce. Indeed, online retail has been a driving force in the success of stools overall given the difficulty of shopping for anything but basic items before the Internet made it easy for consumers to find what fits their needs.

In the Forecast survey, stools came in as among the most popular of seating options in mass market furniture. Respondents who were considering a ready-to-assemble seating purchase singled out bar stools, at 23.7%, as a potential target at a rate trailing only recliners/easy chairs, at 30.2%, while counter stools, at 21.4%, barely trailed.

Inexpensive, functional and increasingly stylish, as well as readily available, bar stools should continue to command consumer interest as consumers find new ways to enjoy home life.

- **Indoor/outdoor lifestyles favor bar stools, with many consumers putting in outside bars and counters for entertainment purposes.**

- **Cocktail culture is another driver of bar stool sales as consumers who fancy themselves master mixologists create bar spaces.**

Electric Fireplaces

Category To Watch

In a marketplace where consumers want to make their homes more entertaining, electric fireplaces and related items, from plug-in stoves to fire pits, have proven to be a natural go-to product category even as they provide appropriately fabricated benefits.

Electric fireplace furniture has become more than a room accent segment. Although they can continue to fulfill that role where consumers prefer, electric fireplaces have assumed the role of room centerpieces or organizing elements in many homes as television stands and, with built-in speakers, audio sources. Consumers even have taken them outside their home as they more often pursue indoor/outdoor lifestyles, with fireplaces and related devices certified safe for outdoor spaces become more prominent.

In the Forecast survey, consumers interested in an electric fireplace purchase said they would prefer a standalone version 41.2% of the time, down less than half a point from the response in the 2019 survey. Although the shifts in preference were small, fireplace/mantel and fireplace/television stand combinations both gained year over year at about two and a half and three points respectively.

In response to the Home Entertainment Report survey, more than a third of consumers contacted said they would consider an electric fireplace purchase. In that survey, conducted in the second half of 2019, 15% of respondents said they had purchased an electric fireplace at some time over the past three years.

Given that interest, and reconsideration of the home during corona-virus-related movement restrictions, the electric fireplace category is well positioned to gain. Although economic circumstances may not be ideal for everyone to make a purchase in the category at the moment, a recovery could quickly enhance interest as most observers and studies suggest that consumers will continue to be home-oriented even after the pandemic fades. With new products and innovations emerging in the electric fireplace and associated segments, consumers who haven't done so yet are likely to consider purchasing as they look for new ways to enhance their homes.

- **Consumers cite remote controls as their favored electric fireplace feature followed by infrared heating and the ability to mount a TV.**
- **Only a quarter of consumers anticipated shopping at the lowest prices for electric fireplace furniture, while the majority looked to purchase between $100 to $500.**

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Ethnic Cooking

Category To Watch

While some consumers have been sticking to the cooking basics during the coronavirus pandemic, others have been taking a chance on new recipes. This is just one of the reasons that ethnic cooking products are a category to watch in cookware, as home cooks that have become more adventurous with their cooking have looked to the segment to give them more confidence in the kitchen.

Social media continues to drive sales of ethnic cooking products as consumers continue to be influenced by what they see on photo-driven sites like Instagram and Pinterest. Additionally, these sites became even more influential during the pandemic for two reasons— it allowed for more interaction with people, even virtually; and it served as an inspiration for home cooks who were suddenly tasked with making multiple meals at home several times per day. As consumers are dabbling with new recipes as well as sharing photos of the finished products on social media, they are looking to showcase their finished meals in authentic, original and stylish cookware and serving pieces.

While healthy eating and food communities were top-of-mind with consumers pre-pandemic, there was a return to comfort food as people throughout the U.S. were encouraged to stay at home. While for some, this meant dusting off old family recipes, for others it boosted the opportunity to try something new, whether it was attempting soup dumplings for the first time or creating Japanese-style fluffy pancakes.

Ethnic cooking products also has appeal from the consumer side as well as the vendor side. From the consumer side, its open stock purchasing ability allows consumers to add the ethnic cookware pieces they want to their kitchen, from woks to steamers and tagines. Being able to supplement their already-stocked kitchen easily, especially for those consumers living in smaller dwellings, continues to appeal to those looking to make a cookware purchase of this caliber.

From the vendor side, ethnic cooking products is a money maker as it allows for creative and cross-merchandising opportunities for almost every channel of distribution. In grocery, ethnic cookware can be cross merchandised with ethnic food, while in the independent gourmet channel, the pieces can sit alongside cookbooks, food and other complementary accessories.

- **Multi-functional ethnic cooking products are gaining traction in the market.**
- **Cross-merchandising opportunities allow vendors to position ethnic cookware in a variety of ways, boosting consumer awareness.**

Home Haircutting

Category To Watch

Sales of men's grooming tools— including shavers, clippers, trimmers and accessories— are surging, as consumers confronted with closed barber shops and salons during the pandemic were encouraged by a do-it-yourself approach to hair care.

In the case of hair clippers and home haircutting kits, sudden, steep consumer demand during the early stages of the pandemic presented unexpected opportunity and challenge: Swift sellouts of on-hand inventory were followed by shortages as manufacturers and marketers scrambled to fulfill reorders from a supply chain that had been slowed by shutdowns.

Home hair clipper supply issues are improving, although blade supply was still lagging heading into this fall. Demand, if not at the same urgently high levels of earlier this year, remains robust among COVID-cautious consumers.

To address this shift in the market, marketers have focused on ensuring home haircutting kits products are backed by detailed information and instruction for people new to clipping. Expect the heavy activity for online tutorials to continue.

Discounters and drug stores allowed to remain open while other stores were forced to shut as the pandemic escalated accounted last year for more than three-quarters of clippers. Online sales were surging in the category before this year, and the pandemic amplified the share of home haircutting sales through e-commerce.

Suppliers are attempting to move average retails upwards by developing high-piece-count kits anchored by more powerful, durable clippers with self-sharpening blades and accompanied by multiple trimming heads, a wide range of hair length and style attachment guides and other accessories designed to help users identify what to use for specific applications.

- **The pandemic jumpstarted a hair clipper category that registered year-over-year retail sales declines of 3.5% in dollars and 3% in units in 2019.**
- **A recent survey found that 54% of consumers cut their own hair at home, and 76% said that they will likely cut their hair at home post-COVID.**

Kitchen Storage

Category To Watch

What once was more or less relegated to offerings that came with cabinetry or furniture, kitchen storage items have come a long way. Several kitchenware and storage vendors have focused on offering consumers individualized storage solutions for their kitchen that suit their changing needs.

Products such as dish racks, pot racks, in-drawer storage, spice racks and similar helpers have helped to streamline kitchen operations for homeowners as they take on busier lives. Kitchen storage solutions have also had a boost of late as homeowners continue to downsize into smaller homes, condos and apartments.

In-drawer storage, for example, has become a key focus as counter space becomes scare in smaller dwellings. Vendors have brought forward innovative solutions including tiered pieces to contain knives and silverware neatly in a drawer.

Countertop knife storage has also been given new attention, as consumers steer further from traditional knife blocks, and instead seek more streamlined solutions.

Under the sink improvements have become a welcome solution for consumers seeking to corral cleaning tools, reusable bags and pet goods, while countertop systems that keep sponges and dish brushes sanitary and ready for cleaning have also been more prevalent. Expandable dish racks and dish mats are another area that continues to grow as consumers are attracted to their space saving properties.

Slide out options for organizing goods such as empty food storage containers, spices, dried goods and kitchen tools have become more important as they help consumers find what they're looking for quickly.

Another growing area of interest in this category is countertop vessels that can hold kitchen tools and gadgets out in the open, ready for use. Streamlined and good looking countertop storage pieces that also complement a home's décor have especially become important to consumers as many are without significant cabinet space and also like to ensure the look of their kitchen suits their personalities. Trending themes include metallics, farmhouse chic and industrial modern.

- **Kitchen storage pieces that employ task-specific solutions and complement home décor themes continue to trend.**
- **As the shift to small space living continues, storage designs that keep kitchens tidy have become a necessity.**


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Microwave Ovens

Category To Watch

Microwave ovens, as a steady kitchen essential, has registered U.S. retail growth the past few years of about 1% annually in both dollar and unit sales.

The pandemic drove unexpected gains earlier in the year for microwave ovens, like many other cooking appliances, as consumers settled into homebound lifestyles. Many note the increasing likelihood for multiple-microwave households as families continue to spend all or most of their time at home during the foreseeable future and beyond.

And despite some uncertainty about the state of in-person college classes, with several campuses shuttered for at least the fall semester, microwaves once again served up strong back-to-school sales with students allowed to return to campuses likely to use microwaves even more frequently as they avoid public dining facilities.

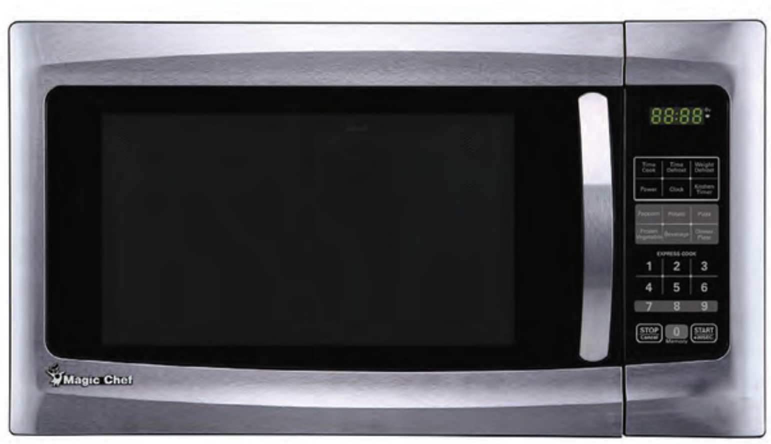
Size continues to be an important factor determining sales, with the single biggest-selling size being units sized at 1.1. cubic feet; growth is coming from larger capacity units measuring 1.3 cubic feet, 1.6 cubic feet, and up to 2.2. cubic feet.

Promotional pricing, with some smaller, dorm-friendly units priced as low as $50, drives back-to-campus sales; sharp promotional pricing also contributes to year-round sales on the products, with basic family-sized units typically selling for about $100.

Standard features in microwaves include adjustable power levels, pre-set programs for specialty foods, bag-size-based popcorn settings, programmable controls and humidity sensors. Newer models are combining microwave technology with other cooking techniques, including convection, air frying and toasting, creating multi-functional units that command higher pricepoints. The popularity of these multi-functional appliances is expected by many industry sources to cannibalize sales of basic microwave ovens, as well as to steal placements from other standalone products, including toaster ovens and convection units.

Connectivity promises to give an important boost to the category, as an array of smart home applications become integrated with microwaves, allowing consumers to turn the unit on and off remotely, program cooking times and temperatures and even search for recipes online.

- **The global microwave oven market hit $11.40 billion in 2018 and is projected to reach $16.21 billion by 2026.**
- **Discounters remain the dominant distribution channel for microwaves, although online sales are continuing to grow in importance.**




Magic Chef

Rice Cookers

Category To Watch

Rice cookers saw a dramatic spike in sales through e-commerce and at mass market stores open during the coronavirus after modest declines in 2019 in the face of more competition from multi-cookers.

This latest boost finds rice cookers, historically a staple of ethnic households in the U.S., widening its appeal across demographic lines. And while lower-priced, basic rice cookers have been a big contributor to the category's recent boom, observers say increasing demand for the product has opened awareness to higher-priced cookers with added capabilities and versatility that cater to healthier at-home dining lifestyles.

Many industry players anticipate the recent rice cooker surge could herald a longer-lasting renewal of the category as shifting consumer cooking habits endure beyond the pandemic.

Various styles of rice have gained favor with a growing number of American consumers with nutritional and dietary needs, such as gluten-free eating.

Popular, updated functions allow users to program the units for specific types of rice, including conventional white rice, brown rice, wild rice, jasmine rice, Spanish rice and even exotic black rice, which is touted as one of the latest "superfoods." These types of rice require different cooking times and temperatures, which are often offered as pre-sets in newer models of rice cookers.

Programmable settings and the addition of inner steamer baskets also allow users to use the cookers as steamers, perfect for sushi rice, sticky rice, oatmeal, porridge and cakes, as well as cooking several different types of foods at once: meat, fish or vegetables can be placed in the steamer basket to cook at the same time as the rice.

Additional desirable features include easy-to-read LCD control panels, automatic and delay timers, keep warm settings, rapid-cook sequences, automatic reheating cycles, and lid designs for improved monitoring of the cooking process. Newer, connected rice cookers allow users to search and download recipes online, as well as program the units using a mobile phone.

- **Americans on average consume about 26 pounds of rice annually.**
- **Discounters account for nearly half– 46%– of rice cooker sales. Consumers are turning to expanded online offerings backed by deeper features and benefits information; videos; and recipes, including a growing number for healthy and diet-specific meals.**

RTA Accent Seating

Category To Watch

RTA accent seating seems to gain at every twist and turn of consumer culture, and has done so for several years, providing evidence that the category has what it takes to pace changes in shopping behaviors.

As small space living became a bigger consumer factor, as Millennials began moving to major cities in large numbers, everything from stools to Parsons chairs saw favor because they had a flexibility that made it easier to cope with space limitations but also because they could change a room aesthetic while being useful.

As vendors began developing more stylish designs and scaling products such as club chairs to fit emerging needs, the appeal of RTA accent seating became even greater. A category that benefited from the growth of e-commerce, accent seating became something consumers could shop to more exacting requirements over time. Given their propensity to stay close to home, Millennials took the small space living lessons they learned and applied them to the homes they were organizing as they shifted to the suburbs, and so could do more in the expanded space they were occupying.

When movement restrictions began to crop up as the COVID-19 pandemic hit, more consumers responded to enforced constraint in style, as in purchasing office seating constituted of accent chairs on casters, which they recognized could be used for work and entertaining without seeming out of place in either occasion.

When asked what RTA accent seating they might purchase in the 12 months ahead, Forecast respondents in the market for new furniture cited reclining/easy chairs at a 30.2% rate, with bar stools getting a nod 23.7% of the time, counter stools 21.4%, chairs with arms such as club chairs, 19.9%, dining chairs at 19.7%, chairs without arms, such as parsons chairs, at 14.8% and other at 4.4%.

All things, including recent history, taken into consideration, RTA accent seating seems well positioned to roll with whatever market emerges in the wake of the coronavirus crisis given ongoing needs for comfort and utility.

- **RTA accent seating exists within the larger accent furniture category, and potential furniture purchasers among Forecast survey respondents favor it 36.6% of the time.**

- **RTA accent seating has become increasingly fashionable as new colors, styles and patterns continually emerge.**

Stainless Steel Cookware

Category To Watch

A return to food- and cooking-based entertainment shows as well as product quality and durability have made stainless steel cookware one of the categories to watch in the cookware market.

Professional chefs have long lauded stainless steel cookware as the workhorse of the kitchen. The pieces carry even-heating properties, avoiding hotspots; can go from the stovetop to the oven; is durable, refraining from warping and can stand up to high heat; and is one of the best types of cookware for flavor preservation.

Frequently shown on competition-based cooking shows, stainless steel cookware made an impression on consumers several years ago at the height of show popularity. As more consumers spent time at home, many turned back to these shows for both entertainment and inspiration. While stainless steel cookware had seen a slight dip in sales during the last few years, it is continuing to grow as food-loving consumers and home cooks are attempting to emulate the recipes and techniques of their favorite celebrity chefs.

Additionally, the durability factor of stainless steel cookware has made this a key cookware category for consumers. When properly used and cared for, stainless steel products will last for years. As consumers are weighing the financial investment in cookware while still allowing for replacement and upgraded products, they are opting for pieces that are both versatile and durable.

A return to local, too, has given stainless steel cookware a boost. While not all stainless steel products are manufactured in the U.S., there are a range of brands who are. Consumers who were concerned about the origin of a product during and post-pandemic have turned to home-grown stainless steel products as an addition to their kitchens.

Additionally, a continued desire to support local businesses has also increased stainless steel's market share. Consumers are choosing to select smaller, independent stores to make purchases— even via curbside pickup and online buying options— as many have stores have suffered during coronavirus stay-at-home orders. However, the attention that smaller stores can give to customers allows those interested in purchasing stainless steel products to talk through problems or concerns in a one-on-one scenario. This allows customers to feel more comfortable making the investment in their cookware, as they feel confident in how to use and care for a stainless steel piece of cookware.

- **Cooking-based entertainment shows have helped boost sales of stainless steel cookware in the market.**
- **Easy cleaning and sterilization appeal to consumers who are not only cooking at home but are conscious of potential contamination amid the pandemic.**

Wine Coolers

Category To Watch

Wine sales in the U.S. rose at about a 3% annual rate before the pandemic, during which wine and spirits store operations were uninterrupted in most states to serve the surging thirst for homebound alcoholic beverage indulgence.

The Wine Institute reported total wine shipments in 2018— the most recent year statistics are available— were 406.5 million 9-liter cases of wine with a total retail value of $68.1 billion. Table wine at 338.7 million cases accounted for most of the wine shipped in the U.S., followed by dessert wine at 40.4 million cases and sparkling wine/champagne at 27.4 million cases. The U.S. has remained the world's largest wine market by volume since 2010 and the U.S. is now the third leading global wine producer.

The continuing interest in wine consumption also drives an interest in wine-related home products, including glassware, decanters, stoppers, vacuum sealers, aerators and systems to reduce the taste and impact of sulfites in wine.

The compact wine cooler segment has been a prime beneficiary of mounting wine consumption for several years. The category saw a swift retail sales jump as the pandemic escalated, and many expect the surge in wine cooler sales to continue as stay-at-home lifestyles endure.

These wine storage appliances allow consumers to maintain the proper temperatures and humidity levels for fine wines. The compact wine chiller segment includes electric coolers that can accommodate from 12 to more than 40 bottles of wine. While basic models can be found in appliance stores and home centers, newer models with enhanced features typically are sold by specialty wine stores, gourmet shops and online.

Most compact wine coolers have adjustable or removable shelves to accommodate different sizes of bottles; and most are constructed similar to a mini-fridge, although some space-saver models are constructed in a tower configuration. Some of the more upscale product features include upgraded compressors and thermoelectric cooling that is silent and vibration free, insulated tempered glass doors, digital control panels and customizable, LED illumination.

- **Compact wine coolers have maintained a steady sales growth trajectory, with 2019 dollar sales of $78.3 million and unit sales of 389,000, both up 3%.**
- **Retail prices on smaller, basic wine coolers typically range from $125 to $500, while more upscale units sell from $500 to $1,000.**

As Seen On TV

Category To Watch

The As Seen On TV segment, bolstered by advancing digital and social marketing platforms to go with their traditional DRTV strength, was ideally positioned as a responsive marketing outlet during the initial months of the pandemic as much of the country sheltered in homes and many retail outlets were closed.

Heightened TV and digital media consumption by homebound consumers during the pandemic was a boon to a wide range of DRTV products, especially utilitarian solutions for kitchen, cooking, cleaning, lighting and auto; and personal care and wellness product for beauty, health, comfort and fitness.

Top As Seen on TV products also were well presented in outlets consumers were more likely to shop during the pandemic, including e-commerce and physical stores of major discounters, home centers, drug chains and other retailers allowed to remain open during the initial lockdown months.

While identifying and marketing unique TV-to-retail items continues as an opportunity-based core of the business, the pandemic validated a strategic move begun by key As Seen On TV marketers in recent years to advance a marketing model combining direct-response TV, Internet and social media to build brands with a longer life potential compared to one-off items featured in the more traditional As Seen On TV model.

A big question for As Seen On TV marketers and their retail customers is whether the category's pandemic-influenced first-half surge will continue through back half and into 2021. Will people will flock to physical retail outlets for the holidays like they usually do? Or will they remain committed to online transactions?

Top As Seen On TV retailers are much more prepared to service the consumers online at levels they would in store. Veteran direct marketers, meanwhile, are generally better prepared to pivot as needed to supply customers of their retail partners directly.

- **As Seen On TV marketers benefitted from media rates down as much as 50% and TV viewership up 25% to 30% during the initial stay-at-home phase of the pandemic.**
- **Resurgent TV shopping activity has helped boost a wider range of DRTV items originally expected to be more moderate performers.**