

Kitchen Category

Global Category Trends & Product Selections

In this guide, we will share with you about the kitchen category. From trends, sales recommendations, features of different categories of products, suggestions on selections, and compliance certification requirements for respective market segments.

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1 Overview of Overseas Market Segments for the Kitchen Category

1.1 Consumer Profile

Consumer Group

Consists mainly of homemakers, salaried workers, and white-collar workers. They enjoy mid- to upper-level consumption power and yearn for certain quality of life. They care about value-for-money, while also pursue quality and individuality.



Purchasing power



Individualized



Cost performance

Buying Frequency

European and American consumers buy kitchen products on a regular basis, often **buying the same items repeatedly during each quarter**.

Purchase of electrical appliances is relatively less frequent.

Furthermore, electrical products have higher unit price and longer lifespan than non-electrical kitchen products. As such, consumers usually take longer time to consider replacing such items.

Consumer's Needs

Generally, consumers pay greater attention to value-for-money, wide range of choice, assurance in quality, and convenience on delivery of goods for kitchen products. Specific requirements of consumers in different market segments vary according to region.

American Consumers

- American consumers look for products which are competitive in terms of pricing. More than 65% feel that competitive pricing will enhance their shopping experience.
- At the same time, they hope to have more products for selection, although each must have assurance in terms of quality.
- As for logistics, punctual delivery and convenience when returning the products are the same for American consumers as they are for consumers in other market segments.

European and American Consumers

- European consumers look for high value-for-money.
- They are inclined towards attractive products that are also relatively cheap.

Japanese Consumers

- Japanese consumers are inclined towards products with a fresh albeit austere look. Given their brand loyalty there is high online repeat-purchase rate. As every purchasing decision is made after careful consideration, there is generally low return rate.
- As Japanese homes are generally more compact and have low ceilings, Japanese consumers care a lot about whether products can be easily stowed away.
- They pay a lot of attention to details, including packaging, labels, and proof of purchase.
- They prefer environmentally-friendly products, high level of efficiency when making purchases, i.e., product page is easy to understand and orders easy to execute, with quick fulfillment.

1.2 Trends for Kitchen Products on Amazon.com in Overseas Market Segments

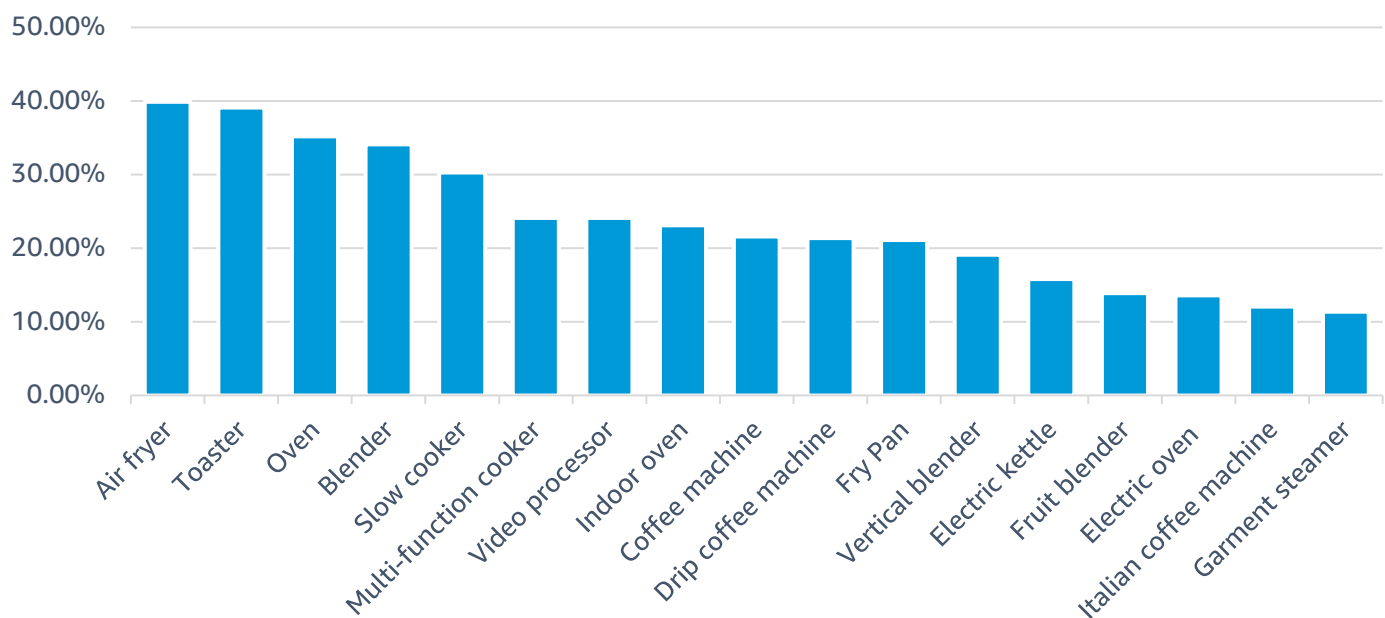
Kitchen products are wildly popular

Many families in Europe and America were under lockdown during the pandemic, and home cooking became an essential aspect of life. Food storage as well as stainless kitchen utensils and cutlery were also indispensable. Stainless steel kitchen utensils in particular were popular among European and American consumers for their convenience and ease of use.

Home cooking has spurred the interest of foreigners in fine dining. 54% of Americans say they will continue to cook at home even if the pandemic is over, while 46% say they will spend more time cooking at home¹. There is confidence that demand for kitchen products will continue to be strong this year. In addition to kitchen appliances, storage, cooking /baking items, and containers look set to be highly popular.

According to a survey, 39.9% of American consumers indicate that they will purchase online small kitchen appliances during the next 12 months. The products that they are most likely to buy are air fryer, followed by toaster, oven, blender, and slow cooker².

Demand for online purchase of small kitchen appliances in the next 12 months



Sources:

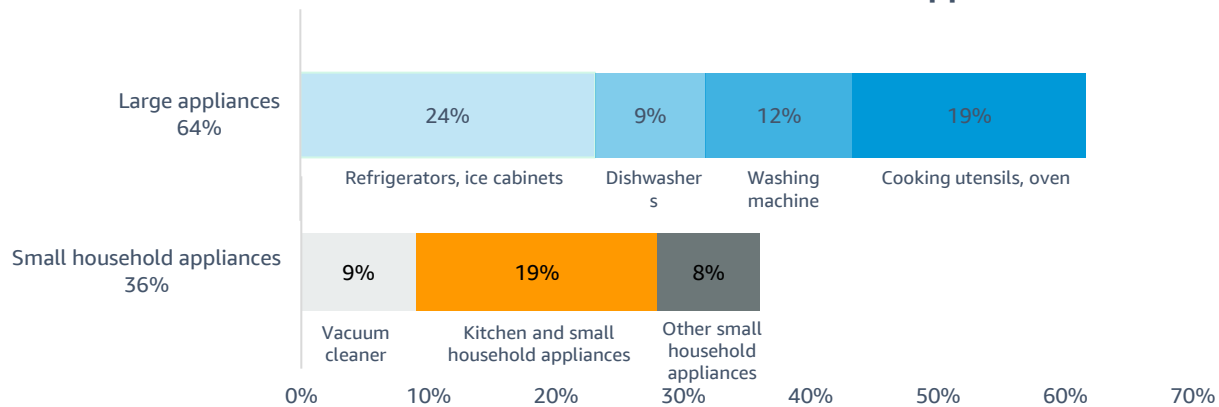
1. [Survey: Cooking more at home could become the new post-pandemic normal](#)

2. [Small Kitchen Appliance Consumers Are Most Likely to Purchase in Next 12 Month US, Statista, 2019](#)

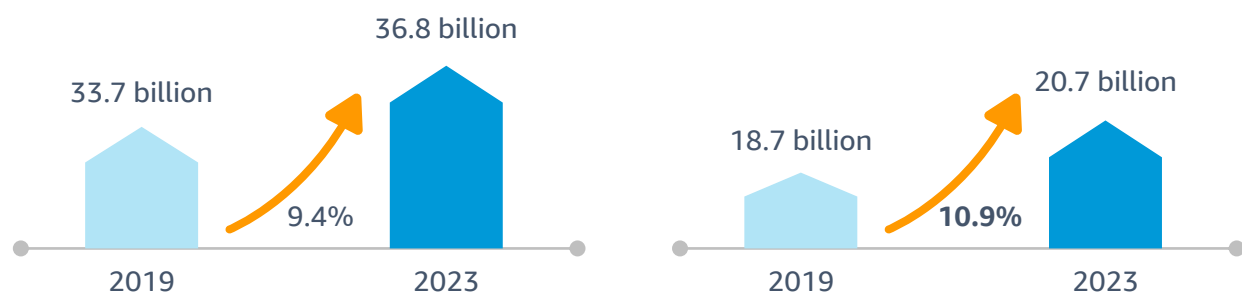
1.3 Suggestions for New Sellers

- Attention must be devoted to product quality as well as value-for-money, so as to win over the trust of European and Japanese consumers, thereby expanding brand influence.
- Monitor small kitchen appliances closely. Household appliances mainly consist of large items (such as refrigerator, ice cabinet, dishwasher) and small items (such as vacuum cleaner, toaster, and coffee machine), with more than 50% of the market taken up by kitchen appliances, cleaning, and other normal appliances (in particular small appliances). In fact, small appliances show the fastest growth rate, projected to grow 10.9% between 2019 and 2023. The market's scale by 2023 is estimated to reach \$207.0 billion.¹

2019 Global sales revenue of household appliances



Great growth potential for small household appliances, with projected average growth rate of 10.9% p.a. between 2019 and 2023



- Apart from home cooking, corporate buyers involved in outside dining, business dining, and purchases by restaurants are scenarios worthy of monitoring by sellers. Most of the corporate buyers are in the food & beverage industry, with government, hospitals, schools, corporate canteens as well as cafeteria and street food carts making up the rest.

Sources:

1. [Household Appliances Report, 2020, Statista](#)

2 Recommendations for Popular Kitchen Products

Non-electrical Kitchen Products

- Food preservation, classification
- Stainless steel kitchen utensils and cutlery
- Kitchen tools and cooking utensils
- Coffee, tea-related items and products
- Storage
- Baking items
- Dining items for gatherings

Electrical Kitchen Products

- Coffee machine
- Cooking machine, juice extractor, smoothie machine, ice-making machine
- Electric kettle
- Air fryer
- Pressure cooker, rice cooker
- Oven

2.1 Recommendations for Non-electrical Kitchen Products

Food Preservation & Classification

Popular products: Food storage box, food storage bag

Consumers' focus: Capacity, whether materials are healthy and safe, temperature during use, airtightness, whether easy to clean

Suggestions for new sellers:

- Food storage item is a consumer item, with strict quality requirements. Its instructions need to contain details on the maximum temperature allowed.
- Emphasis should be given to food storage item which is used in microwave to prevent accidents from happening.
- Its sealing material should be environmentally-friendly with reliable quality.
- In view of the fact that it is relatively heavy, it would be more economical and practical to transport by sea or rail.

Best-selling store: US, Europe

Best-selling months: Year-round

Price range: \$10-50



Stainless Steel Kitchen Utensils and Cutlery

Best sellers: Stainless steel kitchen utensils and cutlery

Consumers' focus: Quality of materials, manufacturing workmanship, glossiness, size, applicable scenario, easy to clean, handling experience

Suggestions for new sellers:

- The instructions and product detail page should state clearly the product's usage and size of each cutlery item. European and American buyers have strict requirements for cutlery's length and usage, even though there are some slight differences among buyers in the five European countries. State clearly the details to prevent buyers from making wrong purchase decisions.
- Both European and American buyers take lifestyle quality seriously. As such high-grade stainless steel should be used to promote healthy lifestyle and environmental consciousness.
- In terms of polishing, pay attention to the item's sheen and polishing effect to give assurance on workmanship.
- In view of the fact that it is relatively heavy, it would be more economical and practical to transport by sea or rail.

Best-selling stores: US, Europe

Best-selling months: Year-round with the second half of the year being the peak season

Price range: \$20-50



Coffee, Tea-related Items and Products

Best sellers: Coffee machines, coffee cup/mug, kettle and cup accessories, apron

Consumers' focus: Robustness of materials, workmanship, easy to use (e.g., cup can be used in microwave oven), easy to clean (e.g., can be machine washed), resistant to dirt, trendy style

Suggestions for new sellers: There are very powerful local brands in Japan for cups/thermos cup, and there will be significant competition when directly selling this type of products. There will be relatively less pressure if one was to supply accessories, for example cover for thermos cup and lunch bags

Best-selling stores: Japan

Price range: JPY 1,500-8,500



Storage

Best sellers: Drawer partition board, knife storage, utensils storage, wine storage, wardrobe and cabinet storage and rubbish classification

Consumers' focus: Space used, robustness, design, resistance to oil, water and dirt, airtightness, specifications, materials

Suggestions for new sellers:

- As far as possible, offer a wide range of specifications
- We recommend that the specifications, materials and applicable item for storage be clearly stated, as customers often make their purchasing decisions based on the size of their kitchen and sizes of kitchen utensils.
- Easy to pull and place, fine workmanship
- Ergonomic design
- Strong storage capability

Best-selling stores: US

Best-selling months: Year-round

Price range: \$10-200



Baking Items

Best sellers: Tin foil, aluminum foil tray, bake ware, scraper, blender, biscuit model cutting knife, rolling pin

Consumers' focus: Specifications, materials, non-stick base, functions, safe and heat-resistant, easy to clean

Suggestions for new sellers:

- Selections should distinguish materials (glass, iron, silica gel, alloy, ceramic), shape, size and effect of structure on food cooked, with clear description on quality
- Wider range of specifications can be offered for baking-related product sets to facilitate sale
- More competition in the local market for baking-related products, with consumers more attentive to value-for-money

Best-selling stores: US

Best-selling months: Festive seasons

Price range: \$10-50



Dining Items for Gatherings

Best sellers: Salad plate, disposable cutlery, juice container, alcohol utensils

Consumers' focus: Attractive appearance, environmentally-friendly, specifications, materials, heat resistance

Suggestions for new sellers:

- There will be more outdoor gatherings once members of the public recover from pandemic restrictions. Therefore the utensils' weight, external appearance, and heat-resistance will be very important.
- People in foreign countries care about environmental protection, making sustainable disposable utensils a popular item. They can decompose and are recyclable, and reduce the use of plastic products.

Best-selling stores: US

Best-selling months: Summer

Price range: \$10-30



2.2 Recommendations for Electrical Kitchen Products

Coffee Machine

Consumers' focus: Appearance, suitable occasion, simple to control, safe and easy to clean

Suggestions for new sellers:

- Coffee culture has a long history overseas, and coffee machine is a common household appliance in foreign homes. Today grinding, pressing, filling, making, and clearing of residues are fully automated, making coffee machines convenient, fast, and easy to operate
- Major coffee machine brands have a substantial share of the high-end market. Depending on sellers' product characteristics they can consider to sell fully-automatic coffee machine and offer higher value-for-money products

Best-selling store: US, Europe, Japan

Best-selling months: Year-round

Price range: \$30-300



Cooking Machine, Juice Extractor, Smoothie Machine, Ice-making Machine

Consumers' focus: Easy to clean, fineness, adjustable timer, performance of electric motor, heating function, and safety

Suggestions for new sellers:

- Design-wise the product's base can be optimized so that it is stable (to avoid shaking), and is quiet
- Simple and easy-to-understand instructions accompanied with healthy dietary recommendations (best appropriate to local users)
- Automatic ice cream-making is definitely an essential home item during summer. You can consider including ice cream machine as a seasonal product
- Remember to note the issue of patents. Quite a few ice cream machines in Europe and America are subject to design patent

Best-selling stores: US, Europe

Best-selling months: Year-round (cooking machine), summer (smoothie machine, ice-making machine)

Price range: \$30-100



Electric Kettle

Consumers' focus: Quality of material for body, water-outlet design, environmentally-friendly and safe, easy to clean, prevents scalding, boiling time and protection against over-boiling

Suggestions for new sellers:

- As this is relatively mature product Sellers can devote greater attention towards optimizing and improving it. For example, by giving it some intelligent functions such as delayed heating, temperature control, heat-retention function, and safety child-lock for parents busy looking after their children.
- Stainless steel products to prevent producing unpleasant metallic odor.
- LED color identification, large-angle opening, and wireless design.
- Can expand product line with matching cups, and saucers.

Best-selling stores: US, Europe, Japan

Best-selling months: Year-round

Price range: \$30-100



Air Fryer

Consumers' focus: Size and volume, external appearance, temperature range, easy to clean, oil-free or low-oil cooking, safety, intelligent cooking process (time and temperature control), air-circulation system

Suggestions for new sellers:

- At present there are many air fryer categories and different models. Furthermore they are beginning to be equipped with intelligent functions, giving consumers a unique experience
- Focus on optimizing the product's design, safety, ease of operation, evenness of heating and insulation performance. Also attempt to make a breakthrough in recommendations for healthy menu
- Note the issue of patents and avoid listing infringing products (especially those involving product design patent)

Best-selling stores: US, Europe, Japan

Best-selling months: Year-round

Price range: \$40-200



Pressure Cooker and Rice Cooker

Consumers' focus: Fully-automatic cooking process, size and capacity, materials quality and safety during use (such as absence of coated lining inside), anti-bacterial materials, duration and texture of food, easy to clean

Suggestions for new sellers:

- Intelligent functions can be added to product design, allowing quick, safe and automatic cooking in many ways. Energy-saving and nutrition are also aspects of concern to modern consumers
- Safety of materials and user-friendly details such as simple operation and one-touch opening of cover. Accompanied by rich accessories with multi-level steaming rack as bonus gift, instruction manual and food menu for a number of dishes

Best-selling stores: US, Europe, Japan

Best-selling months: Year-round

Price range: \$30-100



Oven

Consumers' focus: Capacity of oven, applicable occasion, power, maximum temperature, energy-saving and environmentally-friendly, safe, easy to operate

Suggestions for new sellers:

- For some small-size kitchens, large ovens occupy considerable space and are not easy to clean, thus giving rise to mini-ovens. They are exceptionally popular in Europe and Japan.
- There is an increasing demand by consumers for intelligent kitchen appliances. This will have an impact on the market. Therefore Sellers can consider giving their products intelligent design, accompanied by instructions and recommended menu.

Best-selling stores: US, Europe, Japan

Best-selling months: Year-round

Price range: \$50-120



3 Compliance Certification for Kitchen Improvement Products

US

Mandatory:

- **FCC:** Specifically for products involving radio frequency such as Wi-Fi, Bluetooth, and microwave
- **DOE:** For small household appliances
- **FDA:** Items with food-contact materials such as microwave oven, pan, and bowl need to conform to requirements
- **Requirement for energy label and electric light source label:** Television, refrigerator, deep freezer, ice cabinet, washing machine, indoor air conditioner, overhead fan



The U.S. FDA sets certain regulations for products that come into contact with food. Many items in the kitchen category will be involved.

Not all kitchen utensils need to obtain FDA approval before being offered in the market. However, their composition must comply with the “generally recognized as safe (GRAS)” regulations. Furthermore according to FD&C Act, they must not have harmful defects as well as design defects.

As there is no regular inspection or kitchen sample activity, consumers’ complaint will become a key point triggering FDA’s product review.

FDA has limited inspection resources. As such it will determine the priority level of its supervisory activities based on projected public health risk. There is little attention to low-risk items (like stainless steel containers of kitchen utensils), while high-risk items (like glazed lead oxide ceramic cup) will undergo periodic sample-taking and tests. Manufacturers or distributors may be subject to inspection by consumer safety officer, and if any non-conforming product is found, FDA may issue them with a warning letter, order recall or issue prohibition order.

Europe

Compliance with CE, RoHS and WEEE (applicable to electronic and electrical products), and regulation for food-contact materials (Regulation EC NO. 1935/2004):

- **CE:** This label is self-certification by manufacturers for their products
- **WEEE:** If you sell electrical or electronic equipment (EEE), you may need to comply with 2012/19/EU, a directive pertaining to recovery of waste electrical electronic equipment (WEEE), and the laws of the country/territory implementing the directive
- **RoHS:** This refers to the directive for Restriction of Hazardous Substances. Directive 2011/65/EU (RoHS) restricts the use of hazardous substances in electrical and electronic equipment, and is aimed at driving the recovery of WEEE. To achieve this objective, RoHS restricts the use of certain hazardous substances in this type of equipment



CE label is indication of compliance with the health, safety and environmental protection standards of European Economic Area (EEA). Not all products sold in EEA need to have the CE label. Those products that commonly require CE label include toys and games, television/sound system, personal protective equipment, machinery, building products, gas equipment, leisure and private yachts, pressure containers and measurement equipment.

You can find more details in the links below:

- For complete list of products requiring CE label, [click here](#):
- For information on steps to be taken by manufacturers to attach CE label, [click here](#).

Japan

Compliance with Electric Appliances and Material Safety Law (PSE) and Radio Law (applicable to radio products) is required.



Japan's food and health law requires that products do not contain toxic substances and substances harmful to the human body. Corresponding test standards are set and only when a product passes testing and inspection will it be allowed to be imported into Japan for sale. Japan's Ministry of Health, Labor and Welfare will be responsible for administering the standards. For more information please refer to Seller Central.

Resources to help you in find the right products

Product Opportunity Explorer (OX)

Product research is both a science and an art. The good news is that the science is greatly aided by data - data on what customers are searching, how many products compete for those keywords, how many reviews they have, whether they run-out-of-stock often.



Amazon's **Product Opportunity Explorer** tool gives you access to rich, accurate customer demand data so you know the WHY as well as the WHAT.



Discover unmet & underserved demand

Research customer demand signals via keyword search data, and filter for the highest search volume or highest growth keywords



Find niche opportunities

Look for product niches, review competitive products in key niches to identify opportunities for differentiation



Assess competition

Find data on how many brands and products compete in the same space, their average pricing, reviews and even out-of-stock rates

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