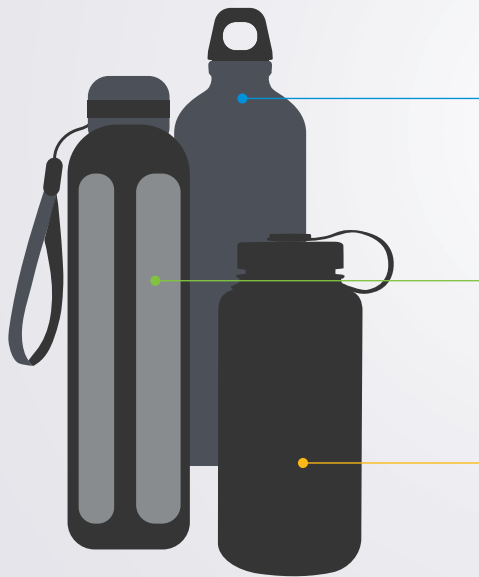


The Shift Toward Stainless and Glass

Do you understand what the shift toward health and wellness in Canada means for your business? It's a trend we're watching closely. In the small appliance industry we're seeing a move to stainless steel finishes, as well as shifts to stainless steel and glass in portable beverage ware and kettle vessels — away from plastics. **Here's a closer look.**



50%
↑

Stainless portable beverage ware

sales dollars comprise over half the overall market.

+30%

Glass water bottles

seeing strong growth with unit sales increasing by nearly a third.

41%

Acrylic water bottles

still represent the largest segment of the market with 41% of unit sales.

Over half the electric kettle unit volume is now glass or chrome/stainless steel material models.

These are the only materials growing in unit volume YOY.



With reliable weekly data and expert insight about exactly what's happening in Canada's housewares and small appliances marketplace, you can determine the size of your opportunities, react quickly to changing market conditions, and get a clear view of consumer preferences.

Source: The NPD Group/Retail Tracking Service, 12 ME July 2019

Get more insights like this. Visit npdgroup.ca/go/housewares or email peter.bassani@npd.com.

