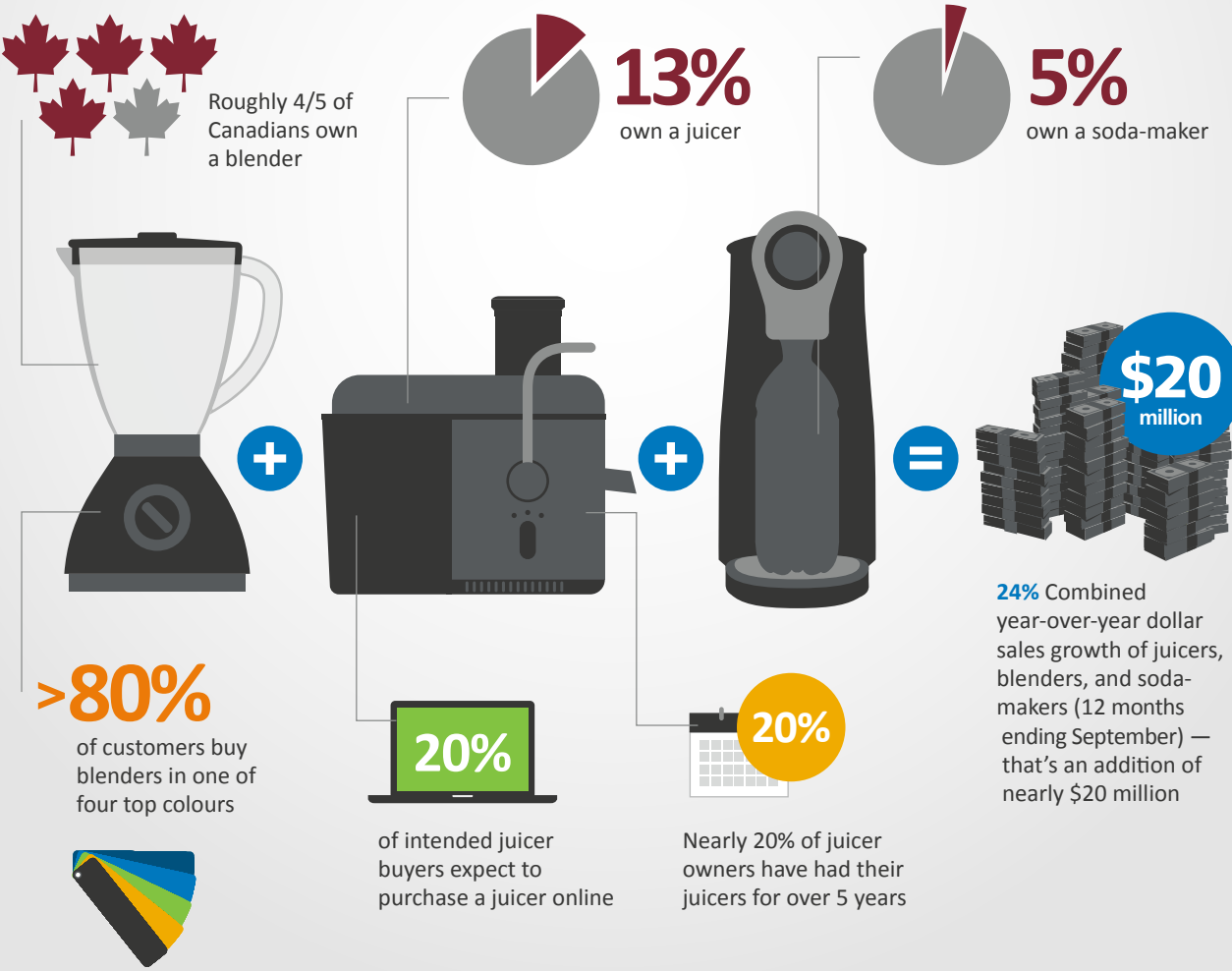


# Cool Drinks, Hot Devices

Beverage-makers are coming on strong, with notable recent growth in Canada. Do you understand the dynamics behind growth in this category? Is this a trend that's here to stay? **Here's a look at some freshly-squeezed insights.**



Keep ahead of change and competition in Canada's beverage-making appliance category. Exploring purchase triggers, unmet needs, price expectations, and more can inform your strategies and drive sales.

Source: The NPD Group / Cool Drinks, Hot Devices: Beverage Making in Canada 2014

Learn more about small appliances in Canada. Contact The NPD Group at 866-444-1411 or [contactnpd@npd.com](mailto:contactnpd@npd.com).

