

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.

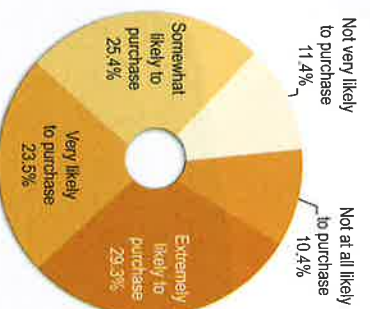
Additionally, more consumers noted they would be shopping for an 8-piece set this year (44.3%) versus last year (40.3%) as consumers have reevaluated their cookware assortment and looked to trade-up into better products or replace those products that were underperforming.

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?

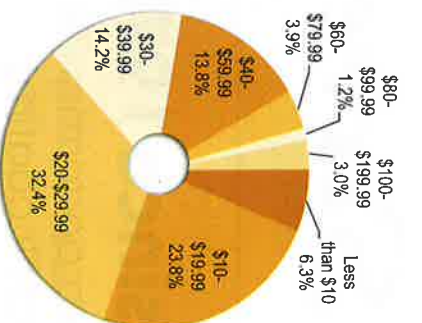


If you were planning to make a cookware purchase in the next 12 months, which products would you purchase? (choose two)



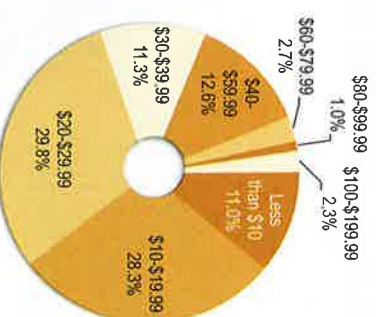
For each of the cookware products listed below, how much would you expect to pay?

Fry Pan

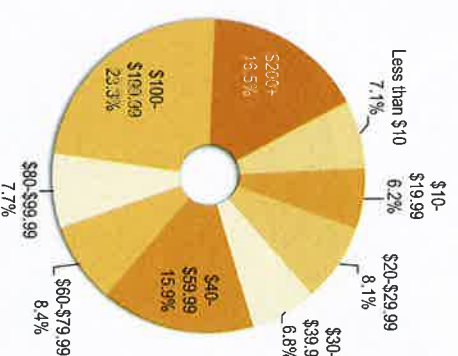


For each of the cookware products listed below, how much would you expect to pay?

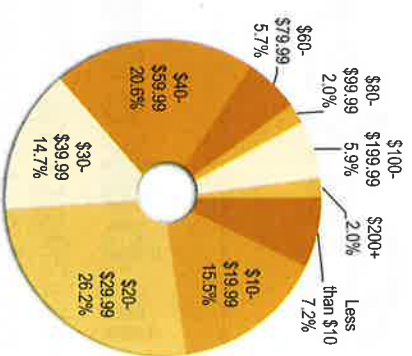
Saucepan



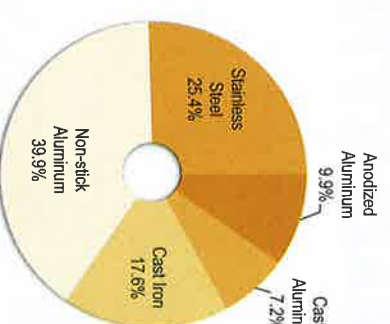
8-piece Cookware Set



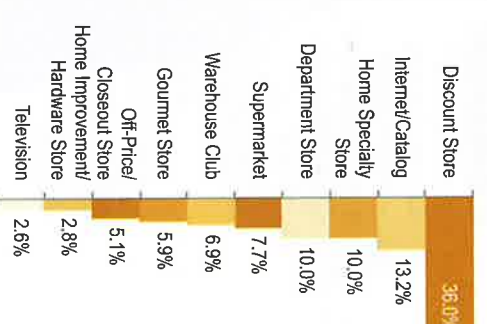
Stockpot/Soup Pot



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





 the
cookware
company

Driven by innovation. Empowered by people.

We're the House of Innovation. As the pioneer of ceramic nonstick, we're dedicated to offering innovative and creative kitchen solutions.

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GreenPan.us



Bring clean color and healthy style to any kitchen at a price that will make everyone happy.

GreenLife-cookware.com

Cookware

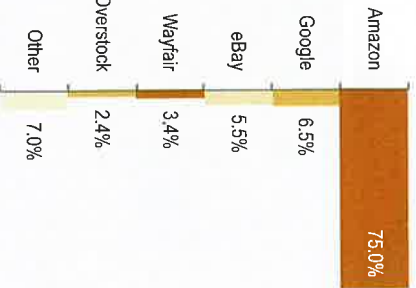
Consumer Survey

• **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.

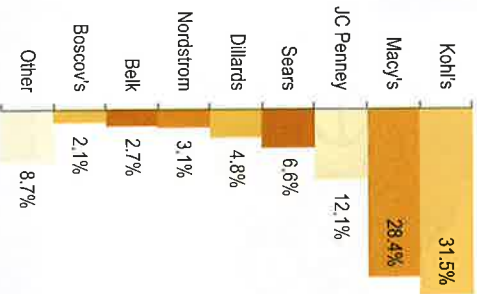
• **Fry pans are still** the top seller amongst those who are looking to purchase cookware, with 69.4% looking to buy. Saucepans were next with 50.4%.

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



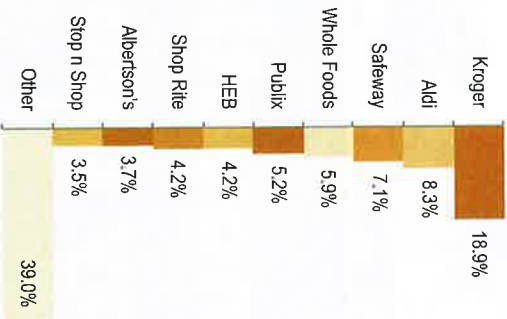
Internet/Catalog

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

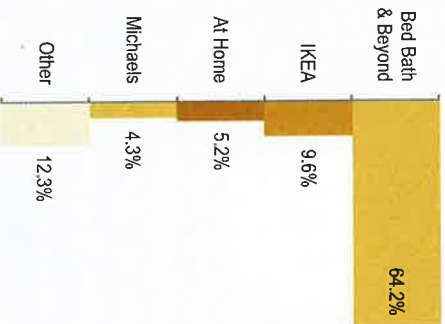


Department Store

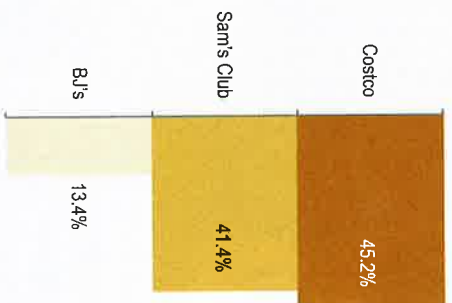
Supermarket



Warehouse Club

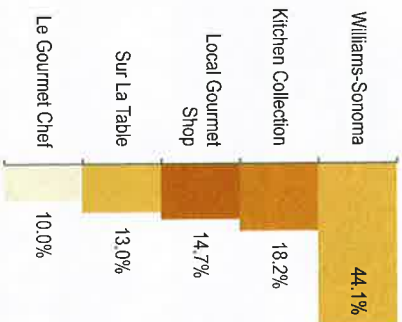


Home Specialty Store



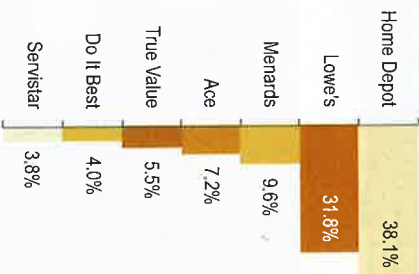
For each of the retail channels listed below, at which retailer would you most likely shop for cookware?

Gourmet Store

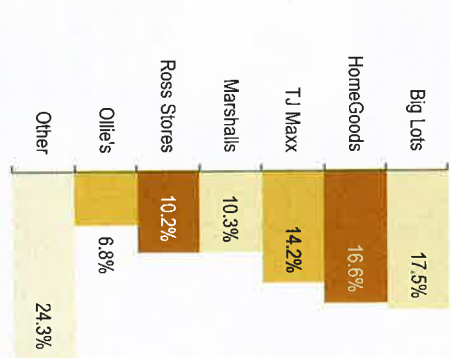


For each of the retail channels listed below, at which retailer would you most likely shop for cookware?

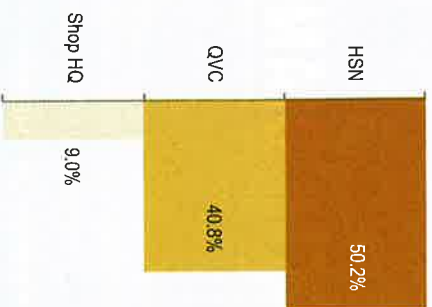
Home Improvement/Hardware Store



Television



Off-Price/Closeout Store



Cookware

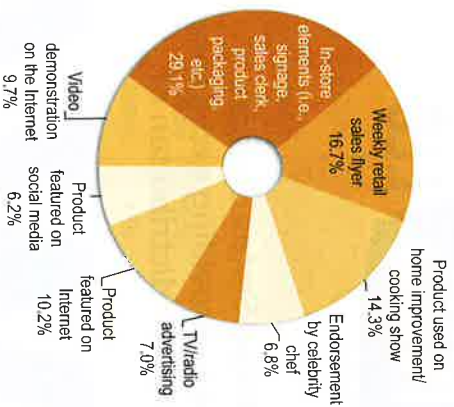
Consumer Survey

• **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.

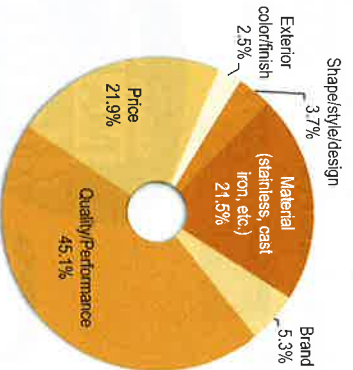
• **31.7% of consumers** said they replace their fry pans every two to three years, however, 24.2% said they replace their fry pans after more than five years.

• **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.

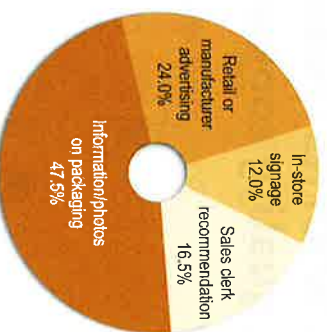
Which of the following elements would you say has the greatest influence on your cookware purchase?



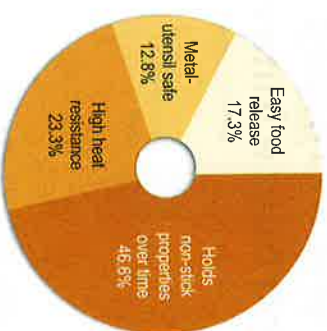
Which of the following factors is most important to you when purchasing cookware?



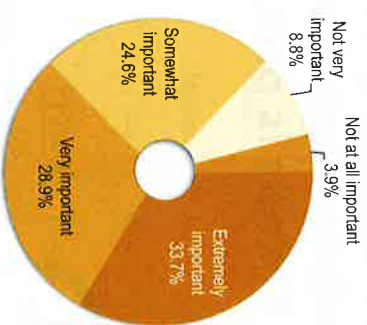
Of the in-store elements below, which one do you believe would have the greatest influence on your final product decision?



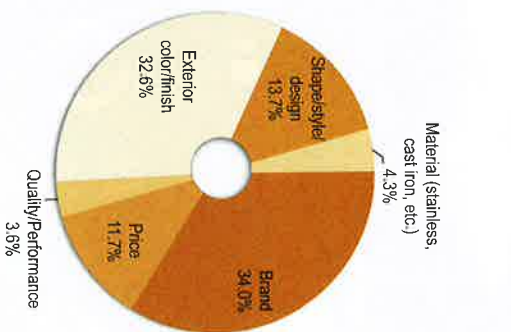
Which of the following is the most important benefit you look for in a non-stick cookware product?



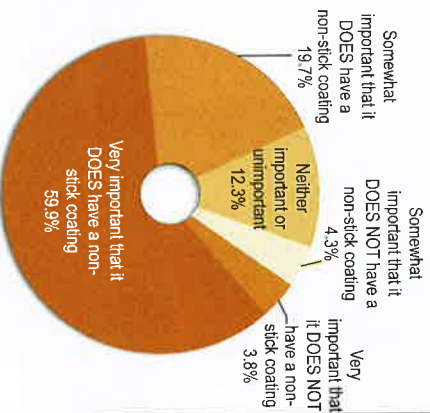
How important is a non-stick coating's brand in your purchase decision?



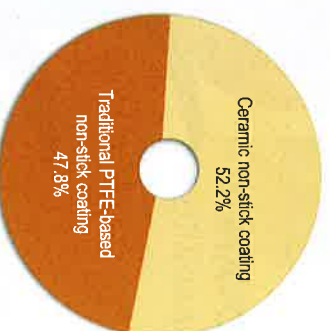
Which of the following factors is least important to you when purchasing cookware?



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?

