H O U S E W A R E S
MarketWatch
The Home Authority

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New Data! Benchmark Your Business!

MANUFACTURERS CAN USE *HOUSEWARES MARKETWATCH* TO:

- Determine how well their product lines are performing relative to the total category.
- Estimate market share.
- Predict how well the category – and their product lines – is going to perform in the future.
- Identify product categories with strong growth potential.
- Understand which channels of distribution are most important to their product category.
- Understand what type of consumer buys their product category.
- Allocate resources among different product lines.

RETAILERS CAN USE *HOUSEWARES MARKETWATCH* TO:

- Determine how well their stores are performing relative to the total market.
- Predict how well the category is going to perform in the future.
- Identify product categories with strong growth potential.
- Determine how much shelf space each product category should have.
- Validate data provided to them by vendors.

The Home Authority

IHA

INTERNATIONAL HOUSEWARES ASSOCIATION

THE HOME AUTHORITY LOOKS AT DEPARTMENT STORE SALES

- An analysis of year-over-year sales growth trends for the four-quarter period from 2nd Quarter 2001 to 1st Quarter 2002 in the department store channel of distribution reveals no consistent sales growth trend across the five product segments that are tracked by NPD HouseWorld.
- Retail dollar sales of non-electric food prep and cooking products and household electrics declined by 8.5% and 3% respectively.
- Sales of personal care appliances and electric floor care products increased by 7.2% and 45.2% respectively.
- Department stores sold the same dollar amount of kitchen electrics in the most recent 12-month period compared to the same time period in the previous year.

Several product categories posted very large year-over-year sales growth. These categories include:

- Deep fryers, slow cookers and electric griddles in the kitchen electrics segment.
- Curling irons/brushes and shower heads in the personal care appliance segment.
- Carpet sweepers, hand vacuums, steam extractors and stick vacuums in the electric floor care segment.
- Heaters, humidifiers, air purifiers and fans in the household electrics segment.

Several product categories posted year-over-year declines in retail dollar sales of at least 20%. These categories include:

- Beverageware in the non-electrics product segment.
- Food steamers, juice extractors and breadmakers in the kitchen electrics segment
- Electric beard/mustache trimmers, women's electric shavers and shaver replacement parts in the personal care appliance segment.
- Wet/dry vacuums in the electric floor care segment.
- Vaporizers in household electrics.

THE HOME AUTHORITY LOOKS AT THE U.S. CONSUMER

- All of the 25 product categories examined in this issue are not frequently purchased or replaced. Six categories rank highest in purchase likelihood-indoor electric grills, coffee grinders, electric skillets/griddles, toasters and electric rotisseries — and will be purchased by more U.S. households in the next year than any of the other 25 product categories.
- Almost 90% of U.S. households own several of the product categories researched in this issue, including hair dryers and toasters but fewer than 20% of U.S. households replaced these products in the past year.
- The replacement cycle is five years for water filtration systems, sound therapy machines, massagers, indoor electric grills and portable electric room air cleaners and 17 years for deep fat fryers.
- Household penetration of toaster ovens, electric skillets/griddles, toasters, manicure sets and coffee grinders increased from 2000 to 2002.
- The 2001 recession and the terrorist attacks last September had a dramatic impact on annual purchase incidence. For all but five of the 25 categories featured in this issue, a significantly smaller percentage of U.S. households purchased in the 2001-2002 time period than did in the 1999-2000 time period when the economy was still going strong. In some cases, half as many households purchased in the product category in the most recent year compared to 1999-2000.

For the last year, *Housewares MarketWatch* has analyzed NPD retail store sales tracking data for three channels of distribution — mass merchants, department stores and specialty stores. This analysis has been discontinued because of changes in the sales tracking data provided to NPDHouseworld for the mass merchant channel.

DEPARTMENT STORE TREND INDICATORS — *Non-Electrics*

The non-electric food prep and tabletop products business is down in department stores.

- In the department store channel of distribution, retail dollar sales of non-electrics for prep and tabletop products declined by 8.5% over the past 12-month period compared to the same time period in the previous year.

The food prep/cooking product categories did better than the tabletop non-electrics categories.

- Although bakeware and cutlery retail dollar sales declined over the past 12 months compared to the same time period in the previous year, each product category declined at a rate of less than 5%. Cookware retail dollar sales actually increased during the same time period. In contrast, while dinnerware sales declined by just 6%, the rate of decline for beverageware and flatware were 21% and 10% respectively.

YEAR OVER YEAR SALES GROWTH
2nd Quarter 2001 through 1st Quarter 2002
Percent Change in Dollars
Department Store Channel ONLY

Sales growth in Q4

Only category that grew

	Q2 2001	Q3 2001	Q4 2001	Q1 2002	Total
Food Prep/Cooking					
Cookware	-5.1%	-15.1%	6.7%	-4.5%	-3.4%
Bakeware	0.7%	-8.5%	13.3%	-3.9%	2.6%
Cutlery	-6.8%	-12.7%	0.7%	-4.5%	-4.9%
Tabletop					
Dinnerware	-6.6%	-6.7%	-1.9%	-10.4%	-6.0%
Beverageware	-14.7%	-19.3%	-27.8%	-18.6%	-21.2%
Flatware	-8.5%	-11.3%	-7.3%	-13.9%	-10.0%
Total Non-Electrics	-7.9%	-12.3%	-7.2%	-10.1%	-8.5%

Source: NPDHouseworld

Double digit rates of decline

Much greater rate of decline than any other category

For more in-depth demographic

DEPARTMENT STORE TREND INDICATORS — *Kitchen Electrics*

Sales of kitchen electrics stagnated over the past year.

- In the department store channel of distribution, retail dollar sales of kitchen electrics grew by a mere 0.2% over the past 12-month period compared to the same time period in the previous year.

Four kitchen electrics categories grew at double-digit rates.

- Retail dollar sales of four kitchen electric categories — deep fryers, slow cookers, electric griddles and coffee makers — grew at double digit rates, 91.9%, 45.1%, 42.9% and 10% respectively, during the most recent 12-month time period compared to the same time period in the previous year.

Four kitchen electric categories declined at double-digit rates.

- Retail dollar sales of four kitchen electric categories — citrus juicers, food steamers, juice extractors and breadmakers — declined at double-digit rates, 17.8%, 20.8%, 24.6% and 29.7%, in the most recent 12-month time period compared to the same time period in the previous year.

Sales almost doubled

YEAR OVER YEAR SALES GROWTH 2nd Quarter 2001 through 1st Quarter 2002
Percent Change in Dollars
Home Specialty Channel ONLY

Sales increased in all four quarters

Have indoor grills lost their luster?

Sales decreased in all four quarters

Growth in Q4, decline the following quarter

	Q2 2001	Q3 2001	Q4 2001	Q1 2002	Total
Deep Fryers	40.7%	80.3%	131.4%	77.0%	91.9%
Slow Cookers	2.0%	48.7%	82.5%	28.1%	45.1%
Electric Griddles	51.0%	15.0%	58.5%	37.9%	42.9%
Auto Drip Coffeemakers	7.6%	15.1%	11.8%	4.5%	10.0%
Electric Woks	-14.0%	3.6%	30.7%	13.2%	9.6%
Toaster Ovens	1.7%	4.9%	17.9%	3.1%	8.0%
Can Openers	-5.7%	-11.1%	23.5%	-14.2%	2.5%
Food Processors	11.8%	3.6%	0.6%	-10.7%	1.0%
Electric Skillets	-18.0%	-1.6%	11.5%	9.2%	1.0%
Hand Mixers	5.1%	-5.6%	7.7%	-13.8%	0.1%
Espresso Machines	-29.5%	-15.4%	13.2%	12.6%	-1.9%
Stand Mixers	-2.1%	-17.5%	-0.2%	5.1%	-2.8%
Electric Indoor Grills	-4.0%	-7.0%	3.8%	-20.4%	-3.9%
Toasters	-12.7%	-8.9%	4.7%	-10.8%	-6.1%
Coffee Grinders	2.5%	-8.0%	0.7%	-18.4%	-5.0%
Rice Cookers	-5.3%	-17.4%	8.9%	-11.5%	-5.3%
Blenders	-4.8%	-16.3%	-3.0%	-10.0%	-8.3%
Waffle Irons/ Sandwich Makers	-2.9%	-10.0%	-3.3%	-25.8%	-8.9%
Citrus Juicers	15.2%	-8.8%	-26.7%	-36.9%	-17.8%
Food Steamers	-16.0%	-6.8%	-24.7%	-37.6%	-20.8%
Juice Extractors	-21.6%	-30.0%	-18.3%	-30.2%	-24.6%
Breadmakers	-36.8%	-12.6%	-26.5%	-44.6%	-29.7%
Total Kitchen Electrics	-2.4%	-3.7%	6.5%	-5.5%	0.2%

Source: NPDHouseworld

DEPARTMENT STORE TREND INDICATORS — *Personal Care Electrics*

Sales of personal care electrics increased in the most recent 12-month period.

- In the department store channel of distribution, retail dollar sales of personal care electrics increased by 7.2% over the past 12-month period compared to the same time period in the previous year.

The growth is coming from hair care and other personal care appliances, not from shavers.

- In this channel, retail dollar sales of shavers, trimmers and shaver parts declined in the most recent 12-month time period compared to the same time period in the previous year. Hair care appliances and other personal care items such as electric massagers and shower heads enjoyed year-over-year growth in retail dollar sales in the past 12 months.

Curling irons/brushes were the superstars of personal care electrics.

- Department store retail dollar sales of curling irons/brushes increased by a phenomenal 345% in the most recent 12-month time period compared to the same time period in the previous year.

YEAR OVER YEAR SALES GROWTH
2nd Quarter 2001 through 1st Quarter 2002

Percent Change in Dollars
Department Store Channel ONLY

Amazing growth pattern

	Q2 2001	Q3 2001	Q4 2001	Q1 2002	Total
Shavers and Parts					
Men's Electric Shavers	-4.1%	-33.8%	-15.4%	-9.1%	-15.4%
Electric Beard/ Moustache Trimmers	-50.3%	-42.8%	-24.0%	-26.1%	-34.0%
Women's Electric Shavers	0.0%	27.6%	-63.1%	-68.4%	-35.2%
Shaver Replacement Parts	63.2%	-81.5%	-71.4%	-82.4%	-82.4%
Hair Care Appliances					
Curling Irons/Brushes	20.0%	182.4%	807.6%	116.5%	345.5%
Electric Hair Clippers/ Trimmers	8.6%	22.1%	53.4%	7.5%	26.3%
Hair Dryers	-19.3%	-23.6%	38.0%	-6.4%	1.3%
Other Personal Care Appliances					
Shower Heads	-22.2%	-1.8%	197.8%	108.3%	47.8%
Electric Massagers	33.5%	8.7%	16.5%	1.2%	16.3%
Lighted Mirror	—	-32.2%	16.9%	12.7%	5.2%
Oral Care & Oral Care Replacements	-7.9%	-15.0%	27.0%	-20.6%	2.2%
Total Personal Care Electrics	6.9%	-10.4%	15.4%	-8.2%	7.2%

Massagers account for over 50% of categories sales volume

Source: NPDHouseworld

Erratic growth pattern

Sales took off in Q4

For more in-depth demographic

DEPARTMENT STORE TREND INDICATORS — *Electric Floor Care*

Sales of electric floor care products grew significantly in the most recent 12-month period.

- In the department store channel of distribution, retail dollar sales of electric floor care products grew by almost 50% during the most recent 12-month period compared to the same time period in the previous year.

Three electric floor care categories grew at triple-digit rates.

- Retail dollar sales of carpet sweepers, hand vacuums and steam extractors grew at triple digit rates — 5600%, 270% and 121% respectively — during the most recent 12-month period compared to the same time period in the previous year.

Department stores added one electric floor care category and dropped one in the past year.

- Prior to 2001, department stores did not sell carpet sweepers. The exponential growth of 5600% seen in the carpet sweeper category was because department stores started selling carpet sweepers in 2001.
- Department stores were selling wet/dry vacuums in 2000 and 1st Quarter 2001 (albeit, very small volumes) but dropped the product category in 2nd Quarter 2001.

YEAR OVER YEAR SALES GROWTH
2nd Quarter 2001 through 1st Quarter 2002
Percent Change in Dollars
Department Store Channel ONLY

Sales took off starting in Q3

New item in Department stores

	Q2 2001	Q3 2001	Q4 2001	Q1 2002	Total
Carpet Sweepers	—	—	—	1200.0%	5600.0%
Hand Vacuums	1.7%	91.4%	647.2%	175.6%	269.8%
Steam Extractors	20.9%	139.7%	188.9%	89.3%	120.9%
Stick Vacuums	-23.7%	-20.1%	168.3%	135.6%	63.4%
Upright Vacuums	-10.6%	16.4%	57.5%	11.1%	19.1%
Canister Vacuums	-17.1%	-27.8%	24.2%	-14.2%	-9.9%
Wet/Dry Vacuums	100.0%	-100.0%	-100.0%	-100.0%	-50.0%
Total Electric Floor Care	-10.0%	20.3%	131.2%	32.6%	45.2%

Source: NPDHouseworld

Sales increased 3 quarters in a row

Department stores dropped this category

DEPARTMENT STORE TREND INDICATORS — *Household Electrics*

Sales of household electrics were down in department stores.

- In the department store channel, retail dollar sales of household electrics products declined by 3% during the most recent 12-month period compared to the same time period in the previous year.

Irons are driving the decline in sales.

- Irons — which account for 85% of household electrics sales volume in department stores — posted year-over-year retail dollar sales declines of almost 10% in the past 12 months.

Home environment appliances are performing well.

- Heaters, humidifiers and air purifiers posted triple-digit sales increases during the most recent 12-month period compared to the same time period in the previous year. Retail dollar sales of fans increased by almost 50%.

YEAR OVER YEAR SALES GROWTH
2nd Quarter 2001 through 1st Quarter 2002
Percent Change in Dollars
Department Store Channel ONLY

Accounts for 85% of category sales volume

Sales declines in all 4 quarters

Triple digit growth rates

	Q2 2001	Q3 2001	Q4 2001	Q1 2002	Total
Irons	-10.0%	-13.4%	-3.9%	-11.8%	-9.8%
Home Environment Appliances					
Heaters	14.3%	600.0%	243.5%	277.8%	258.1%
Humidifiers	37.5%	219.0%	261.7%	85.3%	205.2%
Air Purifiers	364.7%	219.8%	200.8%	73.7%	202.3%
Fans	85.5%	19.1%	-50.0%	40.0%	47.4%
Water Filtration Devices and Replacement Filters	-39.8%	-48.0%	53.0%	-4.3%	-17.2%
Vaporizers	-100.0%	—	-50.0%	0.0%	-50.0%
Total Household Electrics	-3.4%	-10.1%	10.0%	-8.2%	-3.0%

Source: NPDHouseworld

Only quarter when sales increased

Department stores are getting out of this category

For more in-depth demographic

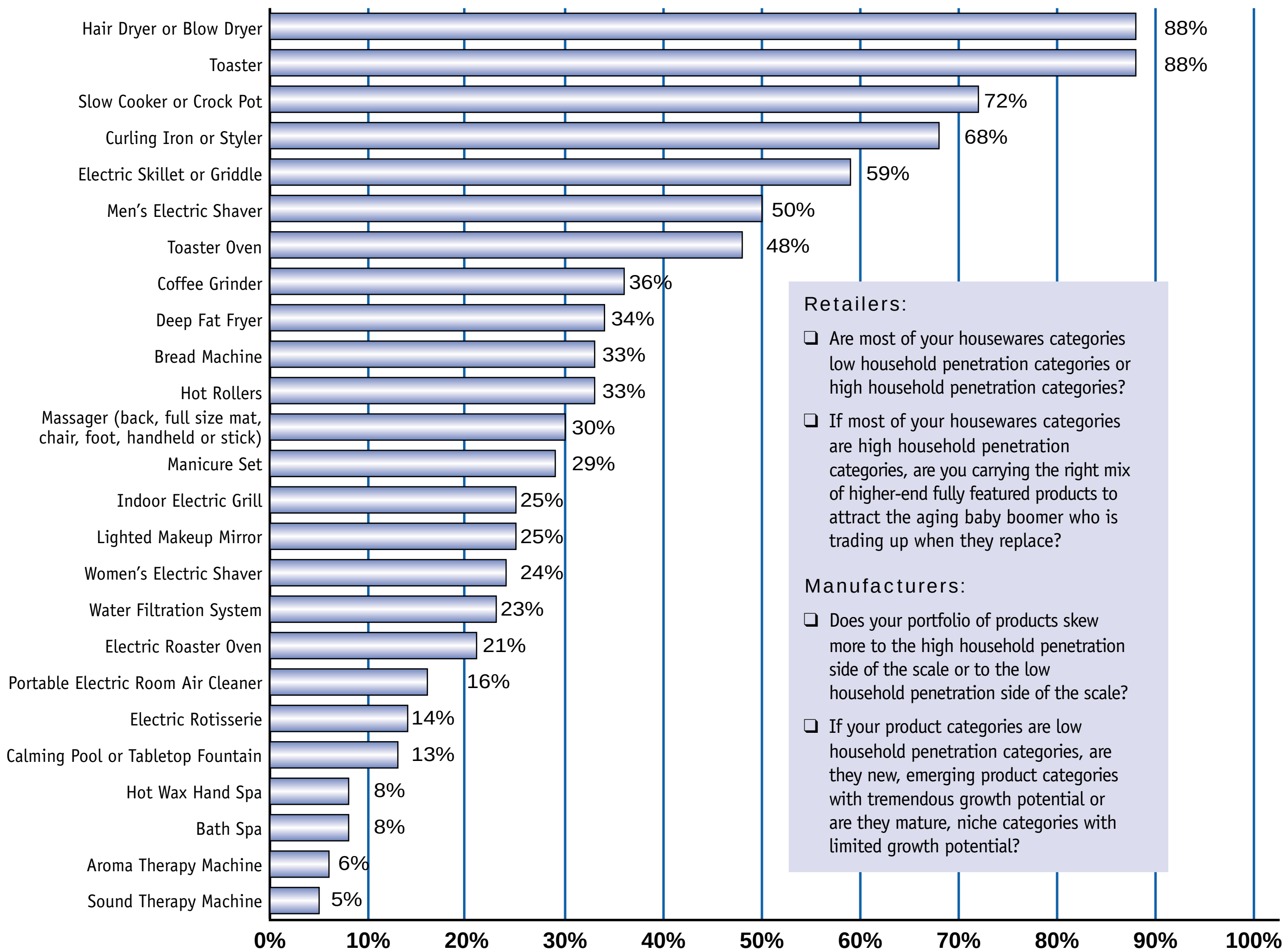
WHAT CONSUMERS TELL US

HOW MANY OWN — Household Penetration

The majority of U.S. Households own hair dryers and toasters.

- 88% of all U.S. households own at least one blow dryer
- 88% of all U.S. households own a toaster
- 72% of all U.S. households own a slow cooker
- 68% of all U.S. households own at least one curling iron/styler

Percent of Households Who Own



Source: IHA Research by Riedel Marketing Group

Retailers:

- ❑ Are most of your housewares categories low household penetration categories or high household penetration categories?
- ❑ If most of your housewares categories are high household penetration categories, are you carrying the right mix of higher-end fully featured products to attract the aging baby boomer who is trading up when they replace?

Manufacturers:

- ❑ Does your portfolio of products skew more to the high household penetration side of the scale or to the low household penetration side of the scale?
- ❑ If your product categories are low household penetration categories, are they new, emerging product categories with tremendous growth potential or are they mature, niche categories with limited growth potential?

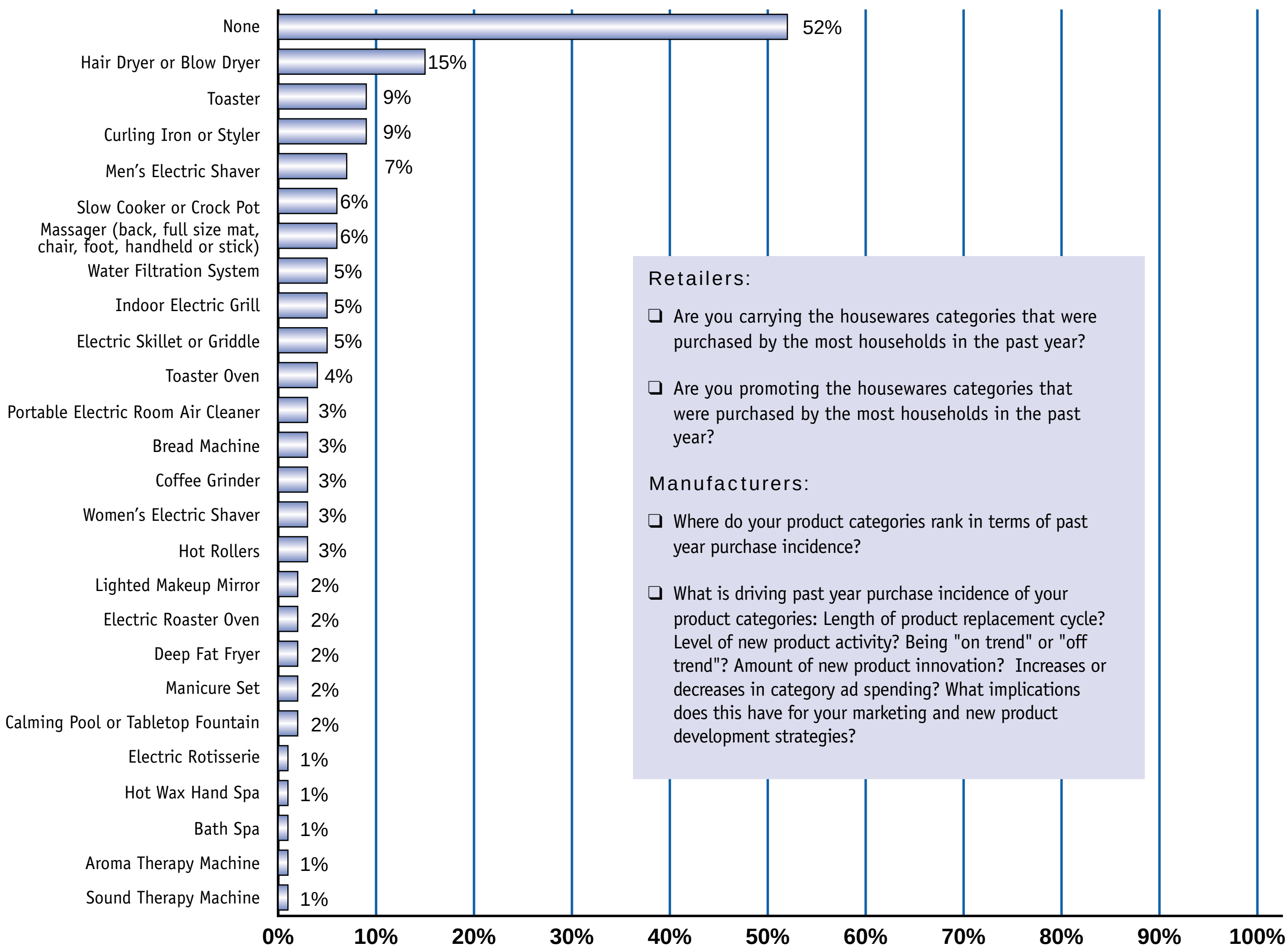
WHAT CONSUMERS TELL US

WHAT THEY BOUGHT — Past Year Purchase Incidence

Only one of the 25 categories featured in this issue were purchased by more than 10% of U.S. households in the past year.

- A larger percentage of U.S. households — 15% — bought a hair dryer in the past year than any of the other 25 categories
- While the majority of U.S. households own a toaster, a fairly small percentage of households — 9% — purchased a toaster in the past year
- 52% of U.S. households did not purchase any of the 25 featured categories in the past year

Percent of Households Who Bought in Past Year



Retailers:

- ❑ Are you carrying the housewares categories that were purchased by the most households in the past year?
- ❑ Are you promoting the housewares categories that were purchased by the most households in the past year?

Manufacturers:

- ❑ Where do your product categories rank in terms of past year purchase incidence?
- ❑ What is driving past year purchase incidence of your product categories: Length of product replacement cycle? Level of new product activity? Being "on trend" or "off trend"? Amount of new product innovation? Increases or decreases in category ad spending? What implications does this have for your marketing and new product development strategies?

Source: IHA Research by Riedel Marketing Group

For more in-depth demographic

WHAT CONSUMERS TELL US

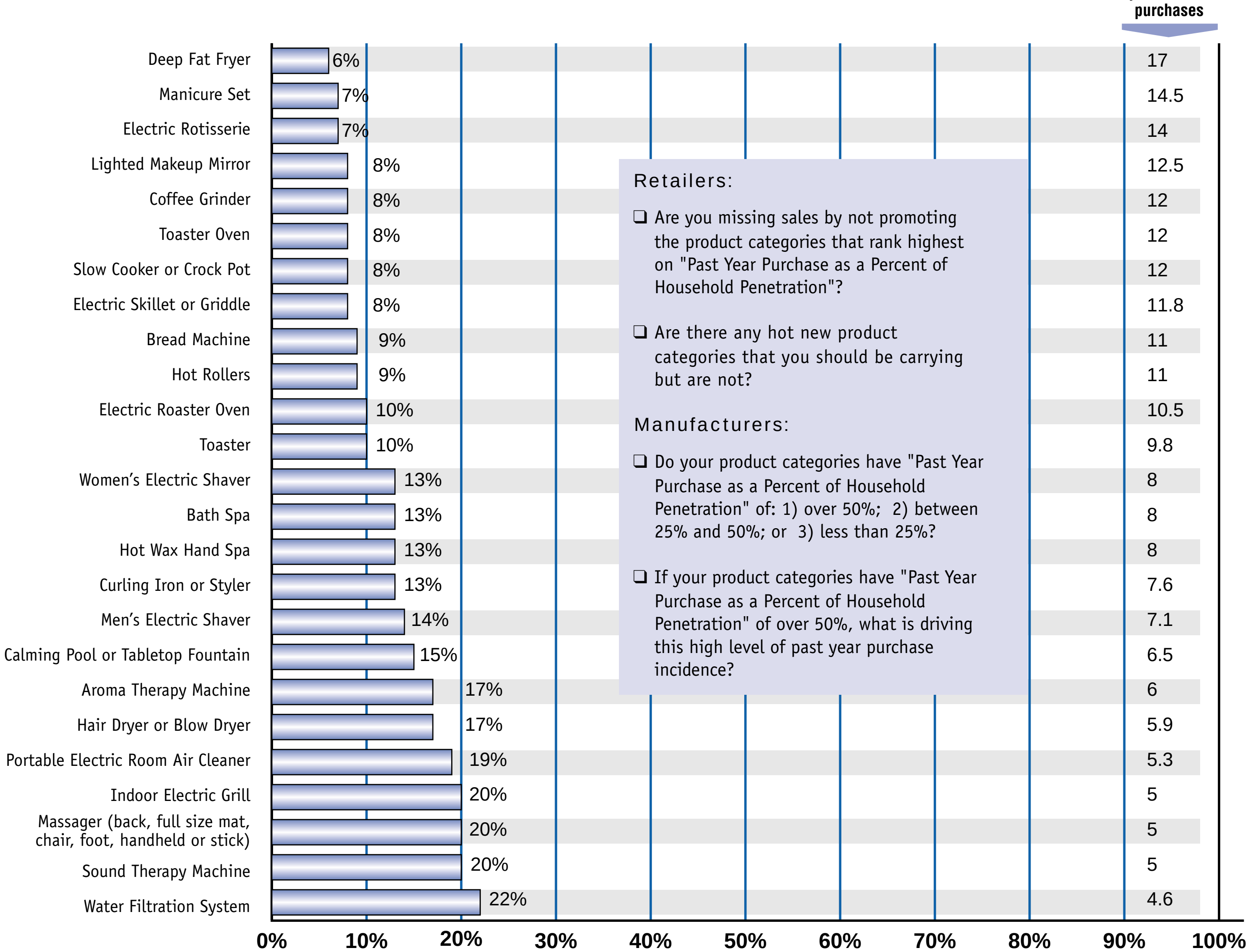
PURCHASE FREQUENCY — Number of Years Between Purchases of Product Category

None of the 25 product categories featured in this issue are purchased frequently — water filtration systems have the shortest amount of time between purchases and deep fat fryers, manicure sets and electric rotisseries have the longest amount of time between purchases

- On average, households that own water filtration systems will purchase new water filtration systems every 4.6 years
- Households that own sound therapy machines will be back in the market for a new sound therapy machine in about 5 years
- Households that own a massager typically buy a new massager every 5 years

Editor's Note: Purchase frequency, computed by dividing 1 by "Past Year Purchase as a Percent of Household Penetration," shows how often the typical owner will be in the market for the product category either to replace or add to what they already own.

Past Year Purchase as a Percent of Household Penetration



Retailers:

- ❑ Are you missing sales by not promoting the product categories that rank highest on "Past Year Purchase as a Percent of Household Penetration"?
- ❑ Are there any hot new product categories that you should be carrying but are not?

Manufacturers:

- ❑ Do your product categories have "Past Year Purchase as a Percent of Household Penetration" of: 1) over 50%; 2) between 25% and 50%; or 3) less than 25%?
- ❑ If your product categories have "Past Year Purchase as a Percent of Household Penetration" of over 50%, what is driving this high level of past year purchase incidence?

Source: IHA Research by Riedel Marketing Group

WHAT CONSUMERS TELL US

WHAT TYPE OF HOUSEHOLD BOUGHT — Past Year Purchase Incidence by Household Type

- Households with children are **more** than 10% more likely to have purchased hair dryers, toasters, curling irons or stylers, men's electric shavers and massagers in the past year than total households
- Households with no children are **more** than 10% more likely to have purchased water filtration systems
- Single person households are **more** than 10% more likely to have purchased indoor electric grills and at least 25% less likely to have purchased hair dryers, toasters, curling irons or stylers, men's electric shavers, massagers, slow cookers and water filtration systems

Past Year Purchase Incidence by Household Type

Index vs. Total U.S.

	Households (2+) with No Children Base: 458	Households w/Children Base: 382	Single Person Households Base: 154
None	104	86	118
Hair Dryer or Blow Dryer	89	135	51
Toaster	94	122	66
Curling Iron or Styler	101	124	44
Men's Electric Shaver	89	141	38
Slow Cooker or Crock Pot	104	108	72
Massager (back, full size mat, chair, foot, handheld or stick)	93	129	55
Water Filtration System	114	100	65
Indoor Electric Grill	97	96	125

Source: IHA Research by Riedel Marketing Group

Note: Past year purchase incidence by household type could not be computed for 17 our of the 25 product categories because the sample size was too small to obtain reliable data.

Editor's Note: To determine which demographic group is most likely to buy in the future, it is useful to look at the percent of past year purchasers in each demographic group in relation to a larger group. The purpose of this comparison is to identify the demographic groups that have a disproportionately large percent of past year purchasers relative to the larger group. This comparison is done through the use of an index number. The "Past Year Purchase Incidence by Household Type" index is derived by dividing the percent of past year purchasers of a particular product category by the percent of the total sample. For example, 51.6% of past year purchasers of hair dryers live in households with kids. 38.2% of the total sample of 1000 live in households with kids. Divide 51.6 by 38.2 and you get an index number of 135. An index of 135 means that households with kids are 35% more likely to have purchased hair dryers in the past year which means that households with kids are a demographic group that is more likely to buy hair dryers in the future.

Please go to **www.housewares.org** for a description of the demographic characteristics of each household type.

Retailers:

- ❑ Are the product categories you are carrying consistent with the consumer who shops your stores?
- ❑ Should a particular product category be carried by every one of your stores, regardless of demographics?
- ❑ Are there cross-promotional opportunities between product categories that are bought by the same type of person?

Manufacturers:

- ❑ Who is the target consumer for your product categories?
- ❑ Do all of your product categories have the same target market or do they appeal to different consumer demographics?
- ❑ Are there cross-promotional opportunities between your various product categories?

For more in-depth demographic

WHAT CONSUMERS TELL US

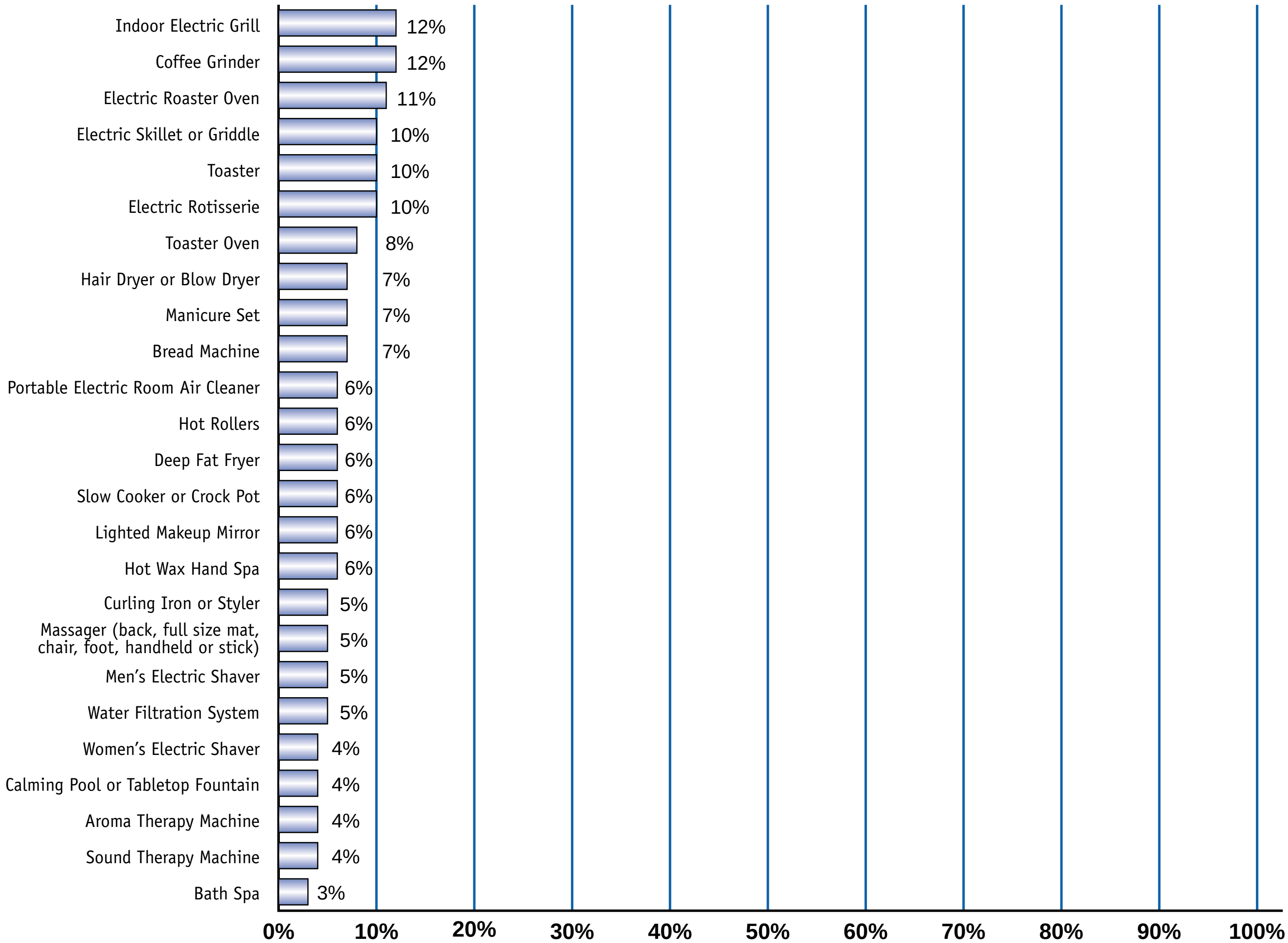
WHAT WILL THEY BUY — Likelihood of Planned Purchase

Repeat purchases are infrequent for the 25 featured categories.

- 12% of U.S. households will definitely or probably purchase indoor electric grills within the next year
- Likewise, 12% of U.S. households are planning to purchase coffee grinders within the next year
- 11% of U.S. households will definitely or probably purchase an electric roaster within the next year

Likelihood of Planned Purchase

(% of U.S. households that definitely or probably will buy in the next year)



Source: IHA Research by Riedel Marketing Group

OWNERSHIP AND PURCHASE TRENDS

HOW MANY MORE OWN NOW THAN IN 2000?
Changes in Household Penetration from 2000 to 2002

A larger percentage of U.S. households own toasters, electric skillets/griddles, toasters, manicure sets and coffee grinders than did in 2000. Toaster ovens, toasters and electric skillets/griddles enjoyed the greatest increases in household penetration.

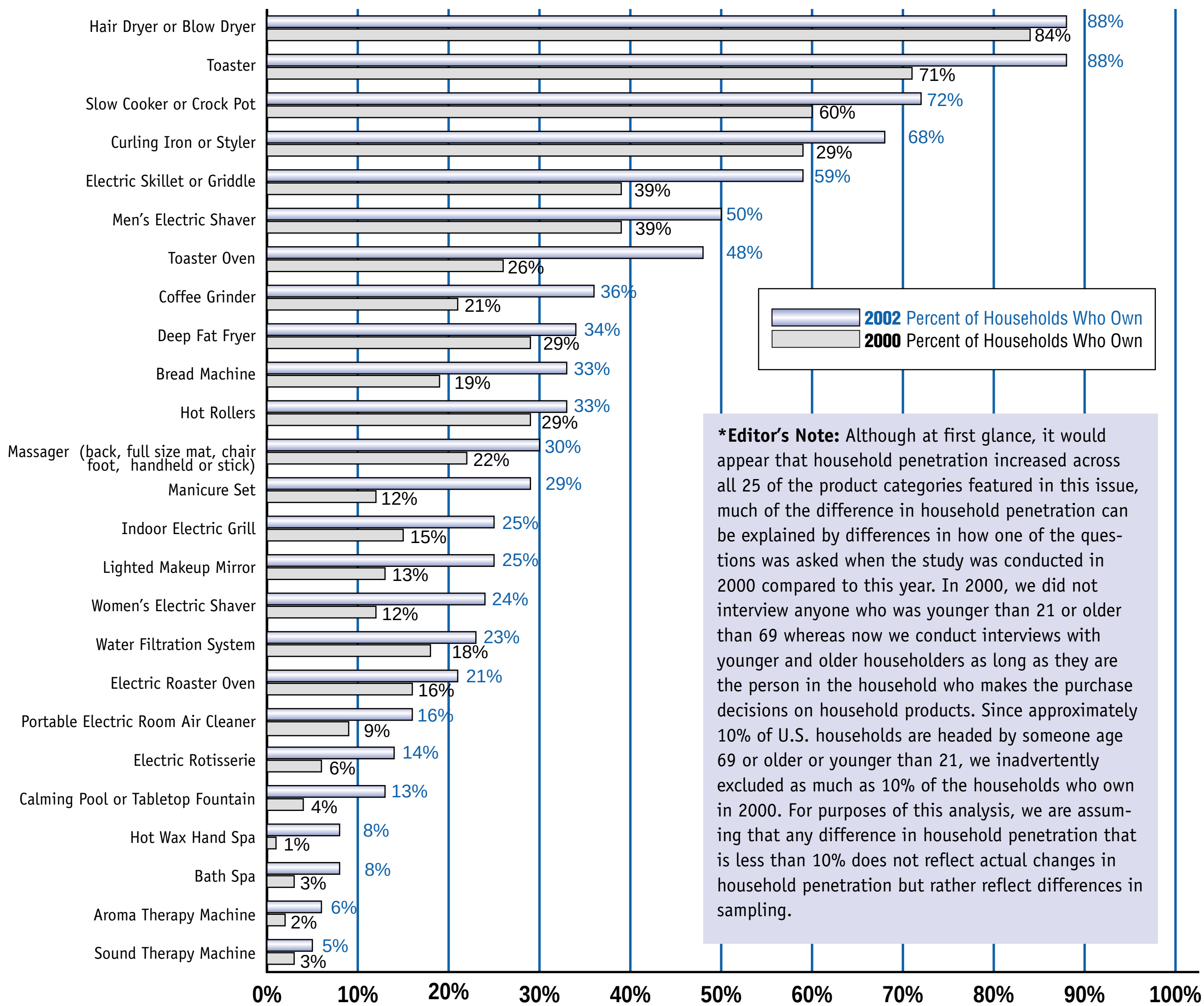
59% of U.S. households now own an electric skillet or griddle. In 2000, 39%* of households owned one.

- Introductions of new electric griddles by several small appliance manufacturers spurred consumer awareness of and interest in the category.

48% of U.S. households now own a toaster oven compared to 26%* in 2000.

- Manufacturers report that consumers are trading up and over, from high-end toasters to low-priced toaster ovens, and from low-end toaster ovens to top-of-the-line countertop toaster ovens with convection capabilities.

Percent of Households who Own



***Editor's Note:** Although at first glance, it would appear that household penetration increased across all 25 of the product categories featured in this issue, much of the difference in household penetration can be explained by differences in how one of the questions was asked when the study was conducted in 2000 compared to this year. In 2000, we did not interview anyone who was younger than 21 or older than 69 whereas now we conduct interviews with younger and older householders as long as they are the person in the household who makes the purchase decisions on household products. Since approximately 10% of U.S. households are headed by someone age 69 or older or younger than 21, we inadvertently excluded as much as 10% of the households who own in 2000. For purposes of this analysis, we are assuming that any difference in household penetration that is less than 10% does not reflect actual changes in household penetration but rather reflect differences in sampling.

Source: IHA Research by Riedel Marketing Group

For more in-depth demographic

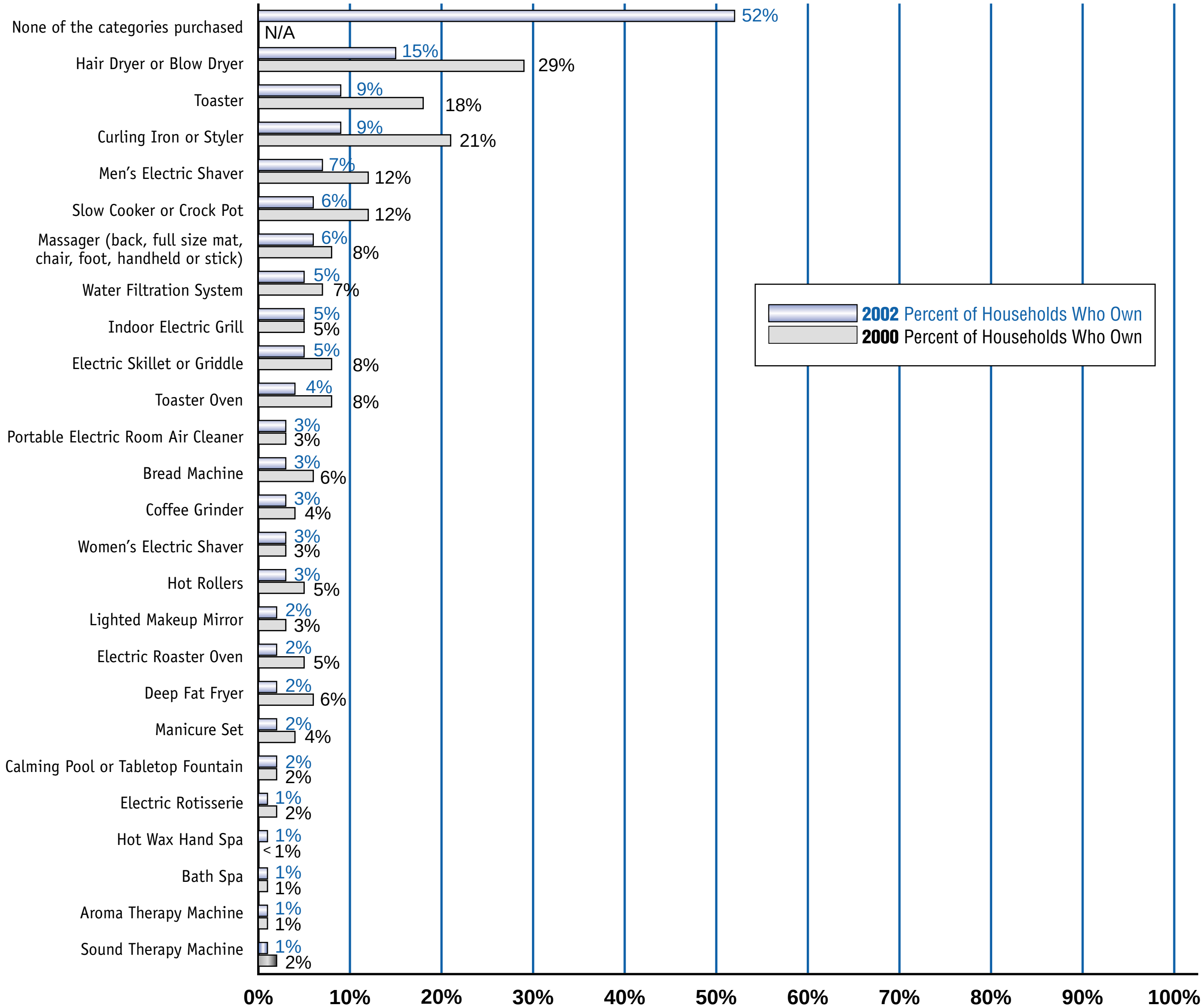
OWNERSHIP AND PURCHASE TRENDS

HOW MANY HOUSEHOLDS PURCHASED NOW THAN IN 2000?
Changes in Annual Purchase Incidence from 2000 to 2002

For all but five of the 25 categories featured in this issue, a significantly smaller percentage of U.S. households purchased in the 2001-2002 time period than did in the 1999-2000 time period when the economy was still going strong.

- 15% of U.S. households purchased a hair dryer in the past year. 29% purchased a hair dryer in 1999-2000.
- 9% of U.S. households purchased a toaster in 2000-2001 compared to 18% in 1999-2000.
- 9% of U.S. households purchased a curling iron or styler in the past year. 21% purchased a curling iron/styler in the 1999-2000.

Percent of Households Who Bought in the Past Year



Source: IHA Research by Riedel Marketing Group

RESEARCH CONTRIBUTORS

POINT-OF-SALE

About NPDHouseworld℠

NPDHouseworld℠ is the definitive online source for accessing essential market information and insights organized around business issues. Through powerful interactive features, NPDHouseworld provides the appliances and housewares industries with access to information from The NPD Group's uniquely combined point-of-sale tracking and world-class online consumer panel. It provides a personalized, in-depth view into what is selling, where, to whom and why. As the only information source that does this, NPDHouseworld makes information for some of today's most critical business decisions accessible and actionable across the enterprise.

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About The NPD Group, Inc.

The NPD Group is an innovative global market information company that leading manufacturers, retailers, resellers, distributors and operators turn to for essential market information across a broad range of industries. As the gold standard for measuring product movement and consumer behavior in each industry tracked, NPD offers unparalleled information for better business decisions. Clients use this business-critical insight to uncover market opportunities, to strengthen channel relationships and to benchmark industry performance.

Markets tracked by NPD include apparel, automotive products, consumer electronics, cosmetics and fragrances, food, foodservice, footwear, housewares, information technology, interactive entertainment, toys, music and more. The firm has offices and affiliations in 60 countries, covering North America, South America, Europe, Asia and Australia.

CONSUMER

About A.J. Riedel and the Riedel Marketing Group [www. 4rmg.com]

A.J. Riedel, Senior Partner of Riedel Marketing Group (RMG), is a recognized marketing authority for the housewares industry. RMG provides a full-range of strategic marketing planning services exclusively to the housewares industry and publishes shared-cost, multi-client consumer market research reports.

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METHODOLOGY

To obtain retail sales data, NPDHouseworld draws sales and inventory data from a broad and diverse panel of retailers, collecting actual results from each store in each participating chain. NPDHouseworld's retail panels for small electric appliances and housewares comprise over 6,500 department store, mass merchandising and home specialty outlets, including such industry leaders as Kmart, Target, Federated Department Stores and Linens 'N Things. A sophisticated projection system is used to account for missing pieces of the market.

The foregoing information is limited in that the volumes represent extrapolated retail dollar sales for specific channels of distribution, derived from a panel of retailers. NPDHouseworld and the International Housewares Association provide the foregoing information "AS IS" and make no representation or warranties of any kind concerning its accuracy, completeness, suitability for any purpose or otherwise. All information is subject to change without notice. Market size data published in *Housewares MarketWatch* should not be interpreted as representing the total market.

To obtain consumer purchase dynamics, a national sample of 1,000 U.S. households were interviewed by telephone during the month of May. In each household, the person who typically is responsible for making decisions about purchasing small household appliances and products was interviewed. Household selection was accomplished via a computer-generated random digit dial telephone sample, which selected households on the basis of telephone prefix. All interviews were conducted at the central location telephone facility of rose research by means of Computer Assisted Telephone Interviewing (CATI). The CATI system is a computer-controlled interview that uses a tightly integrated branching pattern to control cuing and display of contingent questions.

next issue

The next issue of *Housewares MarketWatch* examines consumer purchase patterns for the following categories:

- Upright Vacuum Cleaners
- Handheld Vacuum Cleaners, cordless
- Handheld Vacuum Cleaners, corded
- Stick Vacuum Cleaners, cordless
- Stick Vacuum Cleaners, corded
- Canister Vacuum Cleaners
- Extractors/Carpet Cleaners
- Mops
- Brooms
- Sponges
- Brushes
- Step Stools
- Wet scrubbers
- Kitchen Tools and Gadgets
- Stovetop Cookware — Glass and Metal
- Microwave Cookware
- Bakeware - Glass and Metal
- Cutting Boards
- Fondue Pots
- Cutlery
- Food Storage
- Toaster Ovens
- Humidifiers
- Portable Electric Heaters
- Shower Massagers

Housewares MarketWatch

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