

CONSUMER SPENDING TRENDS AND GROWING PRODUCT CATEGORIES

AMID COVID-19 OUTBREAK

HOUSEWARES



51%

of consumers will continue to cook at home more often once the pandemic subsides

Products on the Rise
Breadmakers Hot Plates
 Compact Refrigerators
 Sandwich Makers **Waffle Irons**
 Specialty Coffee Makers
Stand Mixers
 Rice Cookers Pasta Makers
 Electric Griddle

80%

of kitchen electric products show year-over-year growth in sales



CLEANING



26%

of consumers expect to spend more on household cleaning products in the future

210%

increase in ecommerce sales of cleaning products in March 2020



#2

ranked product category in ecommerce sales surge amid virus outbreak



GAMING



159%

increase in monthly users of *Call of Duty: Modern Warfare* in March 2020

182%

increase in sales in the Toys and Games product category in April 2020



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SOURCES:

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