

# KITCHENWARE NEWS

## Housewares Review

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### Consumers Focus on Home Cooking, Outdoor Entertaining and Clutter Busting in 2007

By Lisa Casey Weiss,  
IHA Lifestyle Consultant

American consumers are putting a modern twist on traditional meals and entertaining in 2007. They are eating at home more often; they are creating outdoor living rooms to go with their outdoor kitchens, and they are eliminating clutter in their homes.

These are the concepts that emerged from the Consumer Advisory Council created by the Riedel Marketing Group for the International Housewares Association. The Council was designed to identify emerging home-related trends from among more than 50 HomeTrend Influentials (HIPsters.)

#### Eating at Home

Americans are going back to eating at home, said A.J. Riedel, senior partner of Riedel Marketing Group. During a focus group in November 2006, a group of eight HIPsters reported eating dinner at home at least four times per week with the majority eating dinner at home five or more times per week. Half of the HIPsters noted they are eating dinner at home more often than they did a year ago. In addition, HIPsters have started using timesaving kitchen appliances, such as slow cookers and convection ovens.

