

ARTICLE

Healthy Innovation

Appliance trends focus on health, individual expression and products that enhance and simplify work in the kitchen.



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VINOTEMP & KBDN

Article 'Healthy Innovation'
Featuring Vinotemp

A year and a half into the pandemic, manufacturers have seen many impacts on the appliance industry, resulting in multiple changes and rising trends

"In the past year trends have changed significantly, mostly due to the pandemic and the lockdown," says India Hynes, CEO at Henderson, NV-based Vinotemp. "More people are home, [which] means more people are cooking and using their appliances. People are purchasing things with extra storage space, reorganizing their spaces to fit more, buying new appliances and compatible appliances like air fryers," she says.

Lifestyle Driven

"People are going more towards the timeless features," Hynes explains. "They are purchasing more things that are stainless steel and glass. Vibrant colors, odd finishes and black stainless have become a thing of the past. The black stainless was not unified with different appliances, which made it an issue when trying to match specific appliances."

Quality and Simplicity

"What we are noticing now is that storage is very important," replies Hynes. "Not only are people buying bigger refrigerators, freezers and wine storage, but they are also buying extra storage for the garage and other areas. Many people are purchasing refrigerators with designated wine and beverage storage so that there is more room for food."

Staying Connected

"WiFi is available on most appliances nowadays, and the way we have digitized appliances has changed the game. You can control music, grocery lists and even temperatures when it comes to WiFi and appliances," says Hynes.

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