



HOT
for the
Holidays

The housewares industry is preparing for the upcoming holiday season with an eye on offering a diverse portfolio of on-trend home products for shoppers, providing a broad range of choices from healthy living and home entertaining to cooking and cleaning.

To generate a successful fourth quarter, vendors have been unwrapping their lineups across categories to capture retail shelf space both in-store and online to appeal to holiday shoppers. The housewares industry spent the first half developing new products and programs with optimism they could ignite holiday-quarter sales success.

In this mid-year report, the HOMEWORLD BUSINESS® editors highlight key trend and product developments expected to be among the holiday hot spots for housewares.

As housewares gets into the spirit of the season, look for a recurrence of such prominent merchandising themes as practicality, convenience, environmental friendliness, cleanliness, wellness, innovation and cost effectiveness. It's never too early to prepare for the holidays. And housewares hopes to be high on shoppers' gift lists.



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As Seen On TV

Toys and related kids items are expected to be among the strong holiday sales drivers from the As Seen On TV segment. The holiday wish lists of kids could include a diverse array of new infomercial-backed toys and other fun-time items:

IdeaVillage launched the Hover Ball indoor soccer ball and Squishy Sand sculpting sand. Telebrands is rolling out the Phantom Saucer flying saucer illusion and Teddy Tank plush animals with fish tank bellies.

In addition, Allstar Products released Juggle Bubbles pop-resistant bubbles and the Bright Eyes Blanket featuring character-themed hoods with glow-in-the-dark eyes.



Allstar's Bright Eyes Blanket (above) and IdeaVillage's Hover Ball indoor soccer ball.

Kitchenware is also set to continue as an active As Seen On TV segment this holiday season. Ontel followed up its Potato Express microwave potato cooker and Veggetti vegetable slicer with the Easy Eggwich microwave egg cooker.

As Seen On TV marketers are also featuring several home improvement gift possibilities. Emson presented the Bell & Howell Torch Lite magnetic LED utility light, while Inventel introduced Gripeeex double-sided gripping pads for hanging and securing household objects.



Twin-Star's Fire Cube with colored pattern (above), and Honeywell's Bluetooth smart air purifier.

heaters that still deliver effective heating, cooling and air purifying functions.

Appealing to consumers who love tech gadgets, as the connected home design trend grows, vendors are developing more smart home comfort appliances that connect to mobile applications and whole house controls. This gives users more advanced levels of settings and control of comfort preferences for appliances such as portable and room air conditioners, heaters and humidifiers.

Wellness oriented vendors have boosted their health-focused efforts. The water filtration segment, for example, has seen increased product development of advanced filtration products as well as more specialized lifestyle filters that target coffee beverages or water-based drinks enriched with vitamins and minerals, specific demographics such as babies or children, as well as portable units that be taken to the office or dorm.

Tabletop

Home entertaining is an important theme in the tabletop category, and around the holidays, celebratory gatherings at home with family and friends become much more frequent. The key to setting the welcoming mood is often done with scented candles.

While candles have been offered as part of a store's home décor assortment, an increasing number of tabletop companies are offering scented candles—in materials including crystal, porcelain and melamine—to complement their lines. These candles, while at a

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Home Environment

Seasonal home comfort vendors are heating up this holiday season with a renewed design and technology focus to appeal to health-conscious consumers. A splash of color or a unique look gives consumers more options to enhance their lifestyles and home décor. Thinner, lighter and smaller personal-sized home comfort collections remain a key segment for gift-giving, such as portable mini air purifiers and electric



Libbey's Perfect Whiskey set.