

Small Kitchen Appliances --- Kettles

Brands- 9	Tesco		Brands- 14	Argos	
Breville	9	15%	Breville	28	24%
			Bosch	3	3%
DeLongli	6	10%	DeLonghi	7	6%
			Dualit	5	4%
Kenwood	7	12%	Kenwood	6	5%
			Magimix	1	1%
Morphy Richards	8	13%	Morphy Richards	14	12%
Philips	2	3%	Philips	4	3%
Prestige	7	12%	Prestige	9	8%
Russel Hobbs	15	25%	Russel Hobbs	18	15%
			Sabichi	1	1%
			Teafal	4	3%
Tesco	5	8%	Argos Value range	1	1%
Tricity	1	2%	Cookworks	16	14%
	60	100%		117	100%

Tesco - brand by price point.

£	
0 - 9.99	2 Tesco
10 - 19.99	10 Kenwood/ R hobbs/ Tesco/ Tricity
20 - 39.99	18 Breville/ Kenwood/ M Rich / Philips/ R Hobbs
40 - 59.99	28 Breville/ DeLongi/ Kenwood/ M Rich / Pristige / R Hobbs
60 - 80	4 DeLonghi

Argos - brand by price point.

£	
0 - 9.99	22 (Argos AVR + Cookworks =16)/ Kenwood - 1/ R Hobbs - 3
10 - 19.99	33 Breville -9 / cookworks -1 / Kenwood -4 /M Rich -5 / Philips -2 / Prestige - 2 /R Hobbs -8/ S;
20 - 24.99	15 Breville -3/ Cookworks -1/ Kenwood -2/ Philips -1/ R Hobbs -5/ Sabichi -1
25 - 29.99	18 Breville - 6/ kenwood -2/ m Rich -3 / Philips -1 / Prestige -2/ R Hobbs -3
30 - 39.99	24 Bosch -2/ Breville -9 / DeLonghi - 1/ Kenwood - 1/ M Rich - 5 / Philips - 1/ Prestige -3 / R Hc
40 - 49.99	22 Bosch -1/ Breville -6 / DeLonghi - 1/ Dualit -1/ M Rich -4/ Philips - 1/ Prestige - 4/ R Hobbs ·
50 - 59.99	10 Breville -3/ DeLonghi -1/ Dualit -2/ Magimix-1/ R Hobbs-1/ Teafal -1
60 - 79.99	8 Breville -1/ DeLonghi - 4/ Dualit -2/ R Hobbs -1
80 - 99.99	2 Teafal Quick cup (blk) -1 / Quick cup (s/s) -1
	<i>154 variance to total due to colour options</i>

Asda - brand by price

£		
0 - 9.99	2 Asda	Smart price coffee m/c £7.75
10 - 19.99	6 Asda	
20 - 24.99	2 Asda	R/Hobbs c/maker £23.47
25 - 29.99	4 Breville -1 /M Rich -2 /R Hobbs -1	
30 - 39.99	1 R Hobbs	
40 - 49.99	1 Tealfal	
50 - 59.99	1 Tealfal	
60 - 79.99		High end Krupps @ £125
80 - 99.99		

Summary. Opening with own branded kettles trade-up to brands like Breville/M Richards/ M Richards.