

Younger gen fired up about outdoor cooking, survey says

Viral food trends like smashburgers, hibachi-style dinners and the ability to cook breakfast outside is fueling the popularity of gas grills, according to TraQline, a market insight company. This could spell good news for housewares manufacturers who specialize in grilling accessories and other products.

Here are some of TraQline's findings:

An equal percentage of GenZ & Millennials (12.3%) and Boomers/Gen Xers (11.4%) have bought griddles (standalone units with a flat surface). There's a starker divide when it comes to gas grills (25% vs 41%, respectively).

On a whole, younger generations tend to buy more of the non-traditional outdoor cooking appliances (griddles, pellet grills, gravity grills, etc). Gas griddles went from 4.5% in 2019 .to 11.5% in 2023; gas grills, on the other hand, have gone from 35% to 31%, in the same time period. ■ *Source: HFN mag*

EPCH participates in India Sourcing Conclave



EPCH participated in India Sourcing Conclave, held at IEML, Greater Noida from 14th - 15th July, 2023. The Council set up a promotional booth to disseminate information for its upcoming fairs namely GI India Fair'23, Khilona - The India Toys & Games Fair'23, IHGF Delhi fair Autumn'23 and Furniture Show'23. The Council also showcased handicraft products made of Melia dubia (Malabar Neem) an alternative Timber Species. ■

Macy's launches new small - format stores

Macy's will open four new small-format stores this fall as part of its ongoing expansion strategy, the retailer announced. The openings are planned for Boston (September), Las Vegas (September) and San Diego (November), along with an opening this month in Highland, Ind. They will be called Macy's, whereas the eight previous small-format locations will continue to be known as Market by Macy's.

The stores will be approximately 30,000 to 50,000 square feet and located in off-mall shopping centers. They will carry fashion apparel, beauty, fragrances and more, the retailer said, though it did not address home specifically. The stores will feature a "Trend Pavilion" and collaborate with local businesses to create pop-up shops and events that cater to customer preferences. They will also offer returns, exchanges, curbside pickups and other customer-oriented services. "We're thrilled by the success of our small-format stores and ongoing geographic expansion with our inaugural move into the



Northeast and Western region," said Marc Mastronardi, chief stores officer for Macy's Inc. "As a growth vector for Macy's Inc., small-format stores offer a curated shopping experience celebrating discovery and convenience. These stores optimize our physical store footprint and bring us closer to existing and desired customers while encouraging more frequent visits." ■

Source : HFN mag