

# TRENDS + INSIGHTS



## 2014 INTERNATIONAL HOME + HOUSEWARES SHOW CHICAGO, IL



# ON-THE-GO PRODUCTS

By the number of products available for on-the-go eating, it's pretty apparent manufacturers are trying to capitalize on our grab-and-go lifestyles. From freezable lids to fillable and reusable snack pouches and juice boxes, options abound to reduce waste and mess while eating on-the-go.



# MANUAL PROCESS

Some eco-friendly products embrace manual processes, giving the user full control of the creation and results and reinforcing the “natural” brand language.



# NEW PRODUCT EXPERIENCE

The Vaportini turned drinking on its head. Rather than consuming alcohol the traditional way, users inhale the vapors which are absorbed directly into the blood-stream. No calories, no carbs and the effects are felt immediately.



# *BODUM BRAND LANGUAGE*

Bodum catches our eye every year for its fun, fresh and colorful brand language.



# *BUILD YOUR OWN*

We've seen user configurable Smartphones this year, now Sodastream offers a build your own with customizable components. Expect to see more of this trend in 2015.



# WOOD

The wood trend continues in products that are designed to be refined, sophisticated and durable. It allows manufacturers to set their products apart from the sea of plastic-y, consumer electronics type products that flood the show floor each year.



# SILICONE IN THE KITCHEN

This is not your Grandma's baking dish. Silicone is popping up in old favorites from cake pans to pot holders, collanders to roasting pans. The bright, fun colors are eye catching, but the real advantages are the material's flexibility, ease of cleaning and heat resistance.





# COMPOSITES

Designers are leveraging composites where layers and layers of linen, recycled paper or recycled plastic milk jugs are crafted into new, beautiful objects to live a second life.



# RAW METAL DETAILS

Raw metal is featured in premium products, communicating the high quality and durability of the objects.



# TRANSPARENT PLASTIC FINISHES

Transparent plastic isn't new, but while we've seen bold, bright and vivid finishes for some time, subtle pastels made their mark this year.



# *TRANSPARENCY IN THE PROCESS*

Porthole Cocktail Infuser, designed by Martin Kastner, is an entirely new presentation where consumers can use it. Everything in the vessel is visible and celebrated, no shortcuts or concealing. Use for infusing alcohol, tea, chicken and more.



# DESIGNER COUNTRIES

Countries as status symbols or marks of quality? Appears so. Some brands are touting the places they're designed or made to increase their desirability.



# BARCODE TECHNOLOGY

It's not just for POP anymore. Barcode technology makes products smarter for Tassimo and Nespresso. We love seeing technology improve and streamline a user's experience.



Intelligent barcode reading



Over 10 unique beverage types thanks to barcode technology!

THE

# THE NEXT JUICER CRAZE

The next wave of juicing comes from the slow juicer. This more efficient process uses a slower motor and promises to deliver more juice, more nutrients and reduce oxidation better than the traditional juicer. Manufacturers are differentiating from other juicers on the final result rather than more product features or design differences.



# PASTEL FINISHES

Bold, bright and vivid finishes are still popular but we saw a lot of subtle pastels this year. Will these be covering the show floor next year?





# OINK OINK

Is 2014 the year of the pig? According to what we saw on display and feedback from some booth staff, yes it is. Pigs and pink are hot this year for the home, especially the kitchen.



# COPPER

This isn't your mom's harvest gold. Copper was seen on classic and contemporary designs alike.



# NEW PRODUCT EXPERIENCE

Poo-Pourri is the before-you-go toilet spray that is asking the user to deal with odor before it happens instead of after. Spray in the toilet water to make an essential oil barrier that buries odor under water. An embarrassing topic is approached head-on with humor.



# POO-POURRI

SPRITZ THE BOWL BEFORE YOU GO  
AND NO ONE ELSE WILL EVER KNOW!



**#1 Spritz**  
Protective layer of essential oils keeps embarrassing odors buried under water.

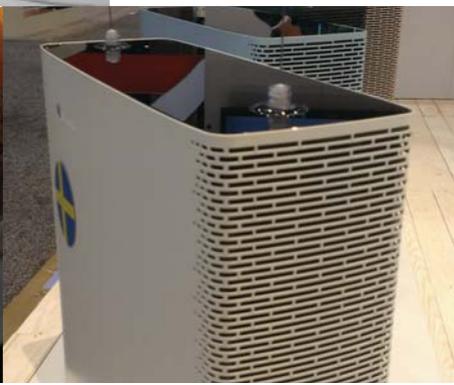


**#2 Poo**  
Also called a bowel movement :)



# AIR CARE

Air purifiers, humidifiers and dehumidifiers galore! Bold, bright and vivid, subtle pastels, every shape and size imaginable; if you can't find one to suit your fancy, you aren't looking hard enough.



## This Issue's Contributors



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## About PDT

At PDT we believe the success of a project relies on our team members' insight into today's product development issues, advances, technologies and trends. We actively seek out the information needed to stay savvy to the issues and opportunities facing our clients, continually building a foundation of knowledge and inspiration that helps our team design products which spark desire, devotion and success in the global marketplace. For more information, please visit us at [www.pdt.com](http://www.pdt.com) or contact us.

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