

**AEG**

# DESIGNING THE MODERN HIGH-END KITCHEN

HABITS OF PREMIUMISATION, QUALITY AND EXPERTISE



## INTRODUCTION

Consumer value continues to be impacted by pressures from the shifting economic landscape, technology, population growth, and environmental changes. After three years of lockdowns and uncertainty, consumers are recalibrating what they see as important in their daily lives. As a result, they are willing to pay premiums for well-designed, well-engineered, and well-crafted goods that engage their desire to turn their home into a sanctuary for ultimate comfort.

*Premiumisation* is the key to the experience—consumers are pushing towards higher-end, higher-quality and more unique items and brands with similar values as their own. Premiumisation ultimately has more to do with *who* we are as opposed to what we own.

These trends have redefined expectations for the modern high-end kitchen. These days, our kitchens are for more than just cooking and dining. They have evolved into the social hub of the home, where families assemble to cook, eat and socialise together. As a result, homeowners are putting more thought into their kitchen fit outs and how the right appliances can tie it all together, making sure that the space reflects their personality, lifestyle and taste.

Architects, designers and owners are looking for premium products for increasingly sophisticated kitchen spaces. In this whitepaper, we take a deep dive into how habits of premiumisation, quality and expertise are changing what owners want and expect out of their home kitchens.







## WHAT IS PREMIUMISATION?

Premiumisation is about the promise of exceptional quality and experience, tapping into a growing desire for unique, high-quality products. It is about bridging the functions and necessities of the mass market with the desirability of the luxury world. Consumers are increasingly looking for a taste of the high life with products that make consumers feel good, look good and make their lives easier.

The term *premiumisation* does not always imply an expensive product. Although it could include products on the higher end of the price spectrum, in the end it is less about the cost and more about the ideals that the brand represents to consumers.

A myriad of factors go into how these values are represented; how the product is designed, how it is made, the materials used to create it, and so on. Consumers are becoming more and more

interested in products and brands with real histories behind them, their provenance, and their artisanal qualities. *Premium* products add new meaning in an authentic way that connects back to consumer aspirations and the story of the brand itself.

Premiumisation also refers to the added value of a product<sup>1</sup>. Value is intrinsically linked with a range of product characteristics, including quality, aesthetics, convenience, authenticity, novelty, sustainability and consumer experience.

Consumers are now willing to pay higher prices for products with value-adding features and tangible benefits. According to an extensive global NielsenIQ study on premiumisation, the product benefits consumers are most willing to pay for include high-quality and safety standards, superior function or performance, sustainable materials, uniqueness and novelty, and social responsibility claims.<sup>2</sup>

“PREMIUMISATION IS ABOUT THE PROMISE OF EXCEPTIONAL QUALITY AND EXPERIENCE, TAPPING INTO A GROWING DESIRE FOR UNIQUE, HIGH-QUALITY PRODUCTS.”

## CONSUMERS' CHANGING VALUES

Customers are willing to pay more for the things that they perceive to be important, but what they consider important changes over time. Typically, consumers tend to consider a product or service as premium if it can help to improve aspects of their life, such as in terms of organisation, efficiency and aesthetics. During and after COVID-19, consumers became more willing to pay for products that are effective, sustainable and healthy.<sup>3</sup>

Given that the added value in premiumisation extends beyond the cost of goods and services, there are ideological and contextual factors that influence consumers' perceived value of products. Below are some of the factors shaping the purchasing decisions of the modern consumer:

- Today's consumers are facing increasingly time-starved lifestyles. According to the Household, Income and Labour Dynamics

in Australia (HILDA) Survey, about a third of Australians feel under chronic time stress.<sup>4</sup> As a result, more consumers will pay a higher price for goods or services that make their daily lives easier, simpler and more efficient.

- Today's consumers are more educated. A Deloitte study notes that the percentage of the population with higher education has increased significantly.<sup>5</sup> They are also more conscientious, especially when it comes to product lifespan and sustainability. For example, recent reports indicate that consumers will pay more for sustainable products.<sup>6</sup>
- Today's consumers have increasingly sophisticated tastes. Higher levels of education, opportunities for travel, and sizeable disposable incomes have created a “middle market” that is willing to pay a premium for good design and high quality.<sup>7</sup>



## WHAT CONSUMERS ARE LOOKING FOR IN HIGH-END KITCHENS

As consumer values have changed, so have our expectations for the modern high-end kitchen. Today's kitchens serve multiple purposes—they are a source of good health; a new communal meeting place; a laboratory to experiment with new cooking techniques; or even a makeshift home office space when working remotely. The renewed interest in the space has led to many renovation projects with the primary purpose of expanding the kitchen and increasing its functionality.

A growing number of homeowners are choosing to invest their money in luxury kitchen fit outs that deliver both style and function in equal measure. As consumers are demanding more sophistication from their kitchens, they are often technical masterpieces too, and decidedly environmentally friendly. Trend forecasters note that there is a growing emphasis on sustainable appliances designed for the kitchen and people opting for commercial-grade appliances that offer enhanced longevity, efficiency and performance.<sup>8</sup>

The future of cooking is also being shaped by the rapid growth of smart appliances and rise of the Internet of Things (IoT). From IoT-enabled ovens and fridges to smart dishwashers and coffee makers, smart kitchen appliances can be controlled remotely

using a smartphone or other internet-connected devices, can be programmed to automate kitchen tasks and use data to respond to the needs and preferences of users. Increasingly, these appliances are being designed to talk with each other to create a seamless user experience across the entire kitchen.

It is not just about the functional considerations either, but also about visual impact and consistency. Due to the COVID-19 pandemic, people spent more time at home than ever before and, as a result, many consumers started to view their kitchens as extensions of their personalities rather than just additional workspaces. This has created demand for appliances in a range of styles and finishes that can deliver a consistent aesthetic throughout the home.

Minimising visual clutter is another modern preoccupation, but for many, the space is simply not available. In those circumstances, designers are pursuing other strategies to achieve aesthetic cohesion, including specifying premium appliances. They do not have to be hidden away with panelling and their sleek appearance means they can be easily integrated into contemporary designs. In some cases, they can even be used as a statement piece that owners can show off.

## THE FUTURE OF PREMIUM APPLIANCES

As people start to rethink the potential of what a kitchen can look like, we anticipate that the increased desire for high-quality premium appliances will continue to gain prominence. Much like

a luxury car is a status symbol, soon we may see a future where kitchen appliances are more than just tools to cook with, but an expression of who a person is.





The Ultimate Premium Kitchen Appliance Brand

FOUNDED  
IN BERLIN  
GERMANY  
1887



### History

The classic German brand AEG is today one of the most important within the Electrolux Group. AEG's pioneering industrial design and technological innovation began well over 100 years ago with Professor Peter Behrens. This visionary architect, employed by AEG as artistic consultant, would become the world's first industrial designer.

The company's innovative spirit can be traced back to their birthplace, Berlin, a dynamic city full of different cultures, dreams and ideas, not to mention its architecture, creativity, and the sophisticated edginess of its people.



### Innovation

Since its inception, AEG has been driven by a passion for intelligent design to develop exceptional cooking, dishwashing and laundry appliances with class-leading performance and future forward technology. Some innovations include:

- AEG SteamPro Oven with Steamify offers a programmable steam injection, providing the precise amount of steam at the exact moment needed for steaming, grilling, baking or roasting.
- The AEG sous vide drawer, known as the PrecisionVac vacuum sealer drawer, gently cooks through a vacuum chamber. The technology optimises the infusion of marinades and speeds up the process of preservation. It offers the ultimate infusion of flavour, juices and moisture.
- AEG induction cooktops are incredibly responsive and offer precise control in the kitchen, now offering TotalFlex flexibility.



### Aesthetics

Offering limitless kitchen design potential, AEG appliances are not only exceptionally functional, but also luxuriously beautiful. The AEG Matte Black Collection, for example, brings a new aesthetic to an increasingly sophisticated kitchen space. As the official food partner to Vintec, you can pair AEG appliances with a Vintec Wine Cabinet to take your space to a new level of premium. AEG appliances are finished with stunning yet robust finishes, and other premium features such as tempered glass to deliver stain-resistant and anti-fingerprint properties.



### Experience

AEG promises intelligent technology and exceptional performance. First Class Kare is an essential component of helping customers take their kitchen to the next level. Like a dedicated appliance concierge, the AEG First Klasse Care Team is ready to ensure your experience with AEG is nothing short of exceptional and can help you with delivery enquiries, installation details, product features, service updates and even product dimensions.

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To add a touch of professional inspiration to your home, visit [aegaustralia.com.au/commercial](https://aegaustralia.com.au/commercial)

## References

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