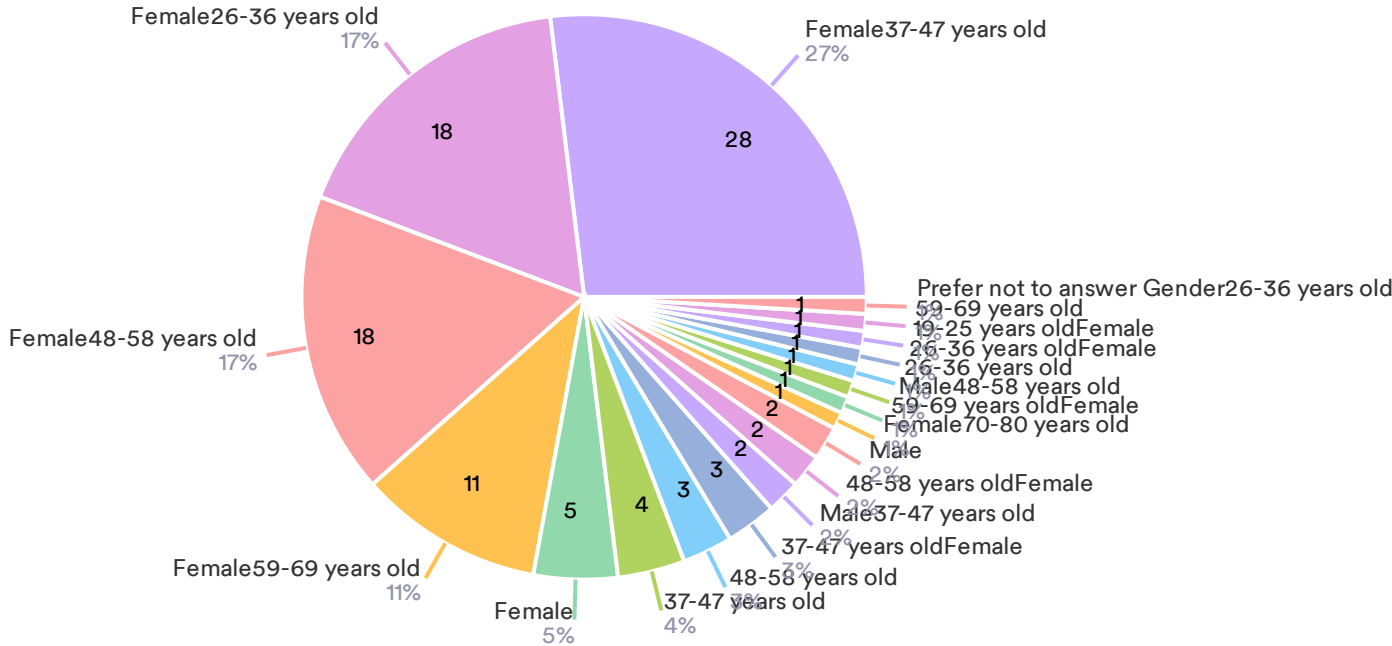


MIXING BOWL Market Analysis

Pick your Gender & Age categories...

104 Responses- 1 Empty



Which of them seems to you to be most explicit/relevant for the product?



#1 Breakdown of all the bowl parts



#2 Two photos of the product in use



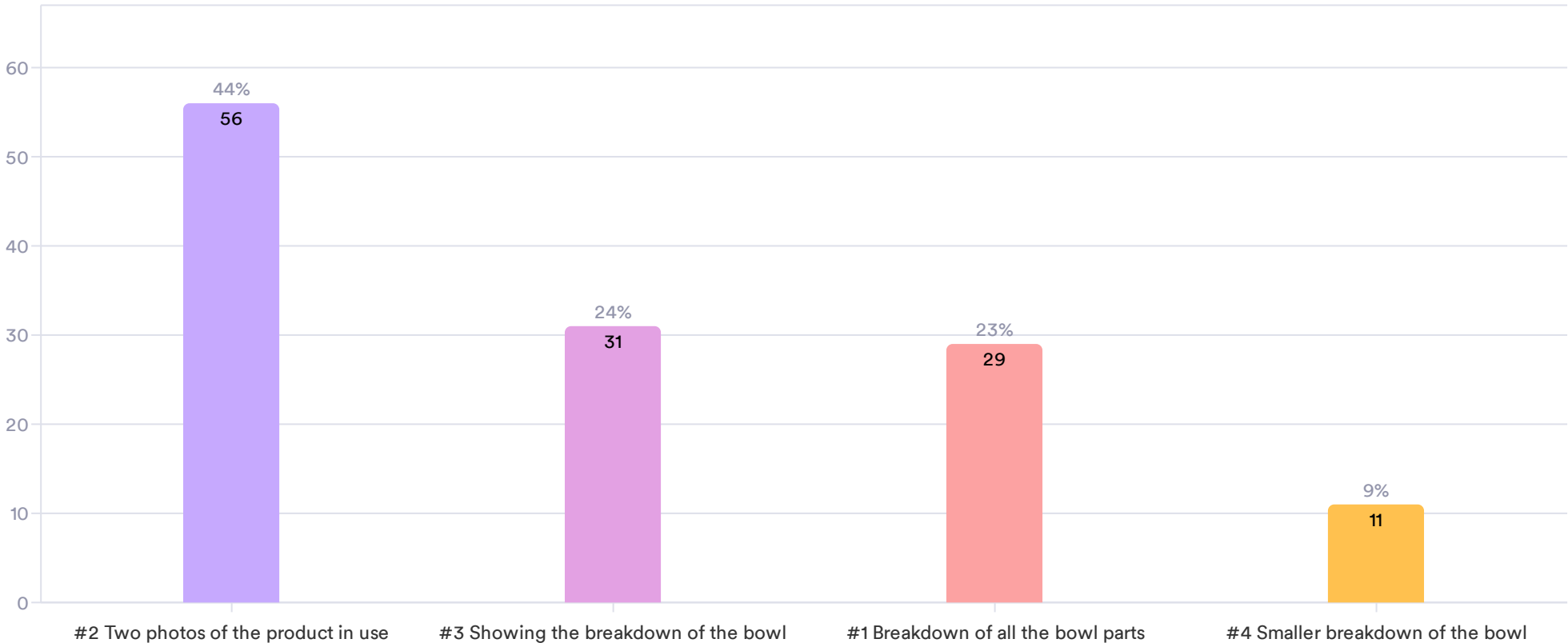
#3 Showing the breakdown of the bowl



#4 Smaller breakdown of the bowl

Which of them seems to you to be most explicit/relevant for the product?

127 Responses



Based on images, what do you think is the product functionality?

105 Responses

Data	Responses
3	2
Yes	2
Mixing	2
Mixing bowl	2
Spill free stable mixing bowl	1
Large mixing bowl with shield	1
Most descriptive	1
Looks like it would prevent messes	1
To reduce the spill or splatter of your mixture in a mixing bowl	1

Why would you NOT buy such a product

105 Responses

Data	Responses
Price	6
N/A	2
Too expensive	2
Looks like plastic	1
It has too many pieces that may get lost	1
Might be hard to store	1
If the price is too high	1
I have a big mixer, so I don't use a hand mixer.	1
If it is expensive	1

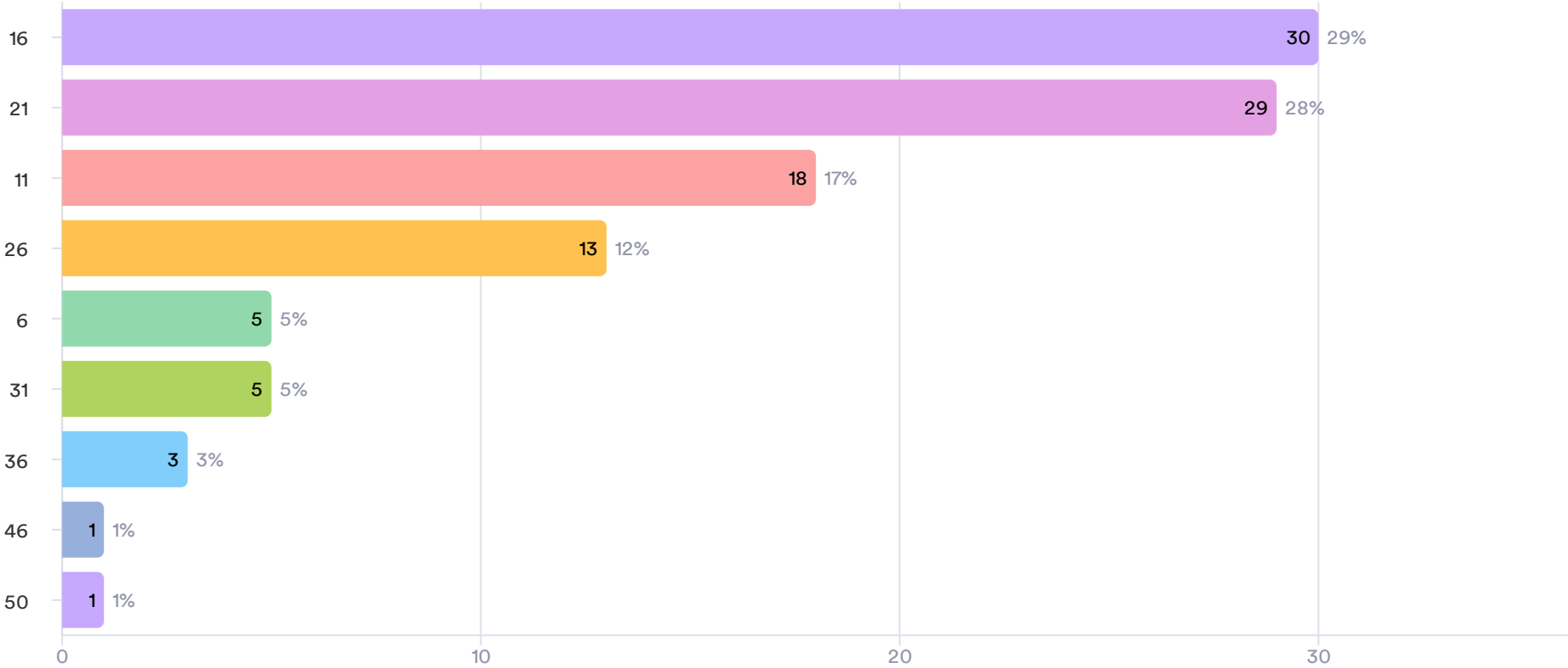
Why WOULD you buy such a product

105 Responses

Data	Responses
If was priced affordably	1
It's a larger mixing bowl	1
Useful	1
Because it has great functionality and you can do a lot with this product	1
Because like you can mix without stuff splashing all over	1
I'm a woman who loves to cook	1
I would buy this for the practical sense of it helping with splatter.	1
No mess mixing	1
For smaller cooking projects	1

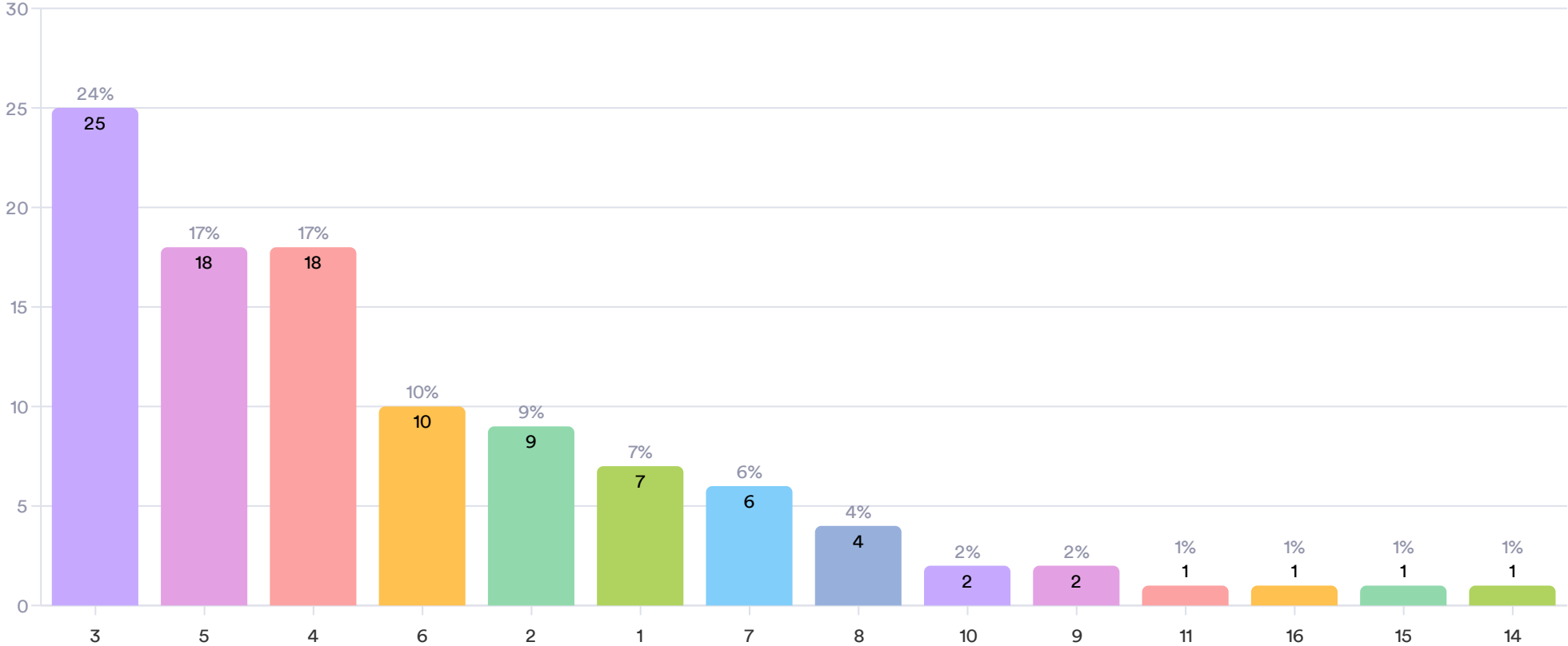
What is the MOST you would pay for this product?

105 Responses



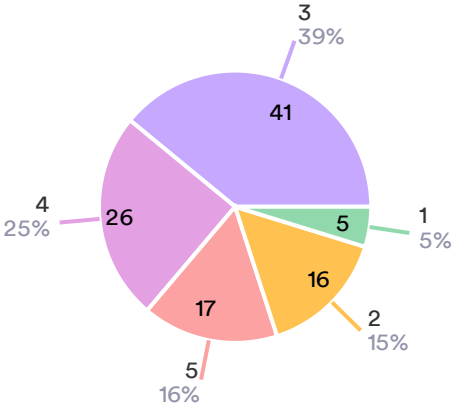
What is the maximum amount of pages you will look for an item before you change your search word?

105 Responses



How likely are you to buy this product?

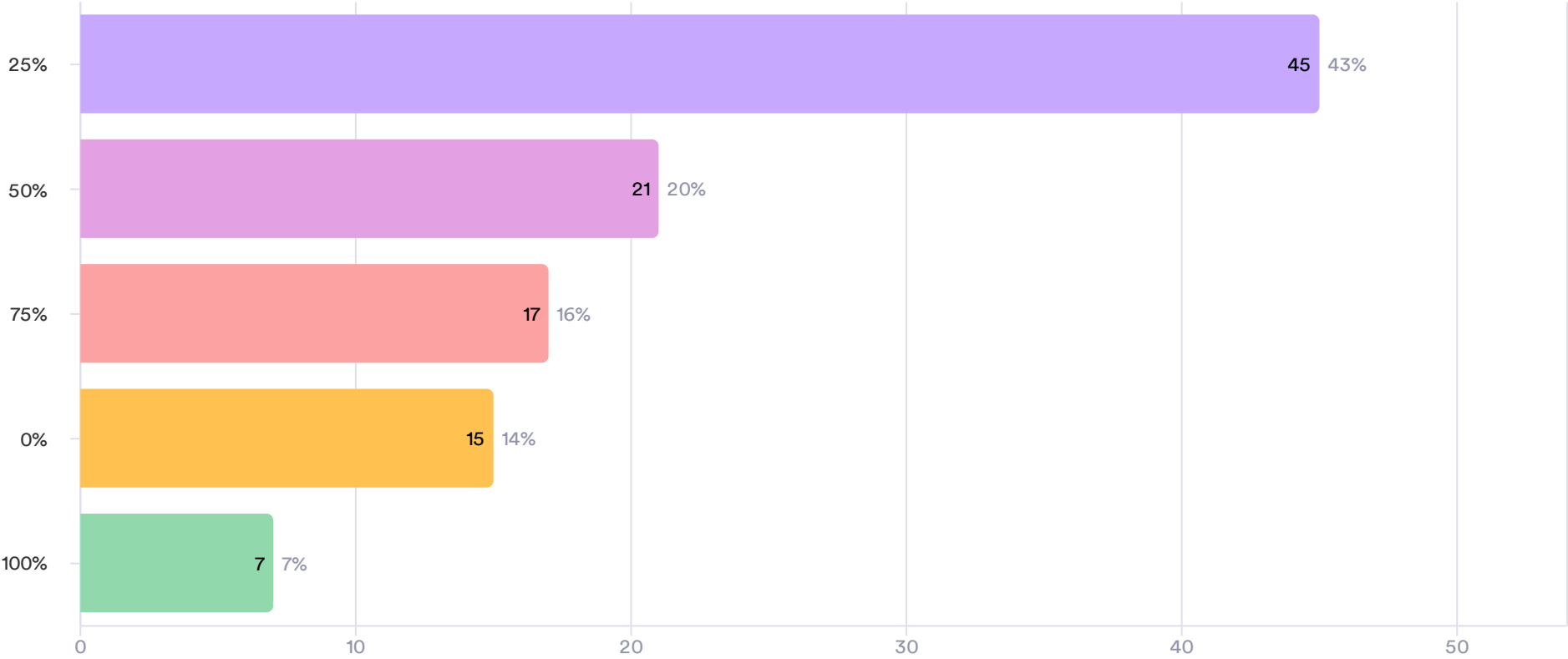
105 Responses



Data	Response	%
3	41	39%
4	26	25%
5	17	16%
2	16	15%
1	5	5%
6	5	5%

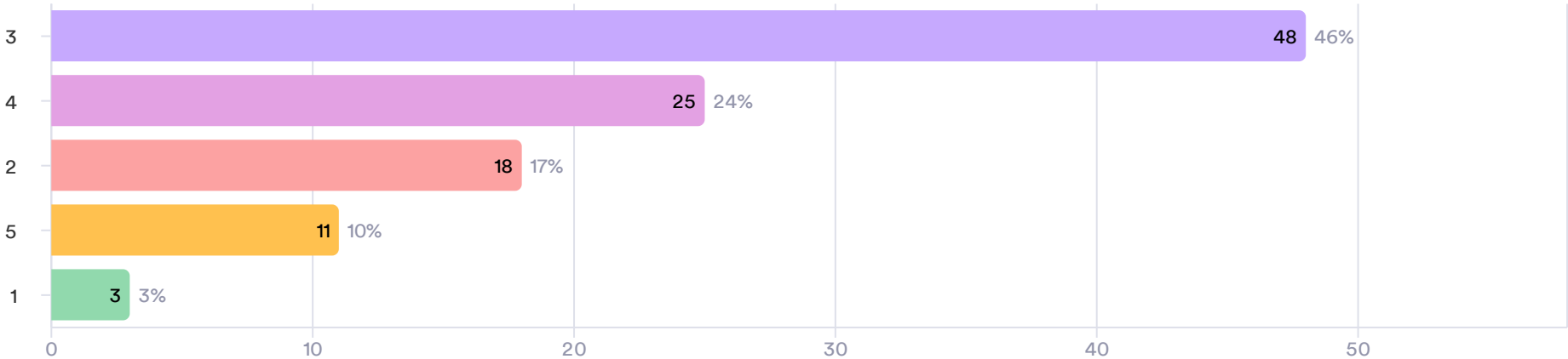
What Percentage of this style item do you normally buy on Amazon?

105 Responses



How competitive do you feel the market is for this product?

105 Responses



Data	Response	%
3	48	46%
4	25	24%
2	18	17%
5	11	10%
1	3	3%

Thank You!

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