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Product Innovation Manager Case Study

Elevating Smart Cooking: Electrolux SenseOven with Smart Recipe Ecosystem

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Agenda

- Market and Consumer Insights
- Product Concept
- Smart Cooking Journey
- Commercial Strategy
- Business Objectives & KPIs



AEG Market Analysis

Cooking – EU20 2024

- **Electrolux Group** has the 3rd place in Oven category with **12.7% MS** in units and **13.8% MS in value** with a **price index** of **108**. PI is dropped 4 points since 2023.
- Beko Grp (22.1%) and BSH Grp. (18.8%) are the market leaders in the category.
- Price index for AEG and Electrolux brands are 130 and 99 respectively.
- Smart oven sales are continuously increasing and reached to 8% of the market in units.

Smart Cooking Trends

- AI integration
- Personalized cooking
- Sensor supported cooking
- Simplified cooking process

Competitors (Oven with Camera)



Siemens

iQ700

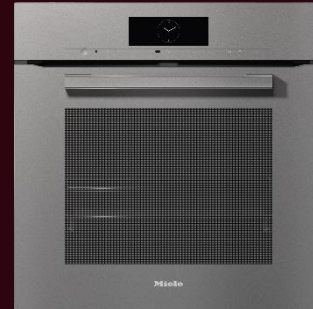
2799£



Samsung

AI Pro Cooking

1999€ / 2309£



Miele

H 7860 BP

4269€

Target Audience & Insights

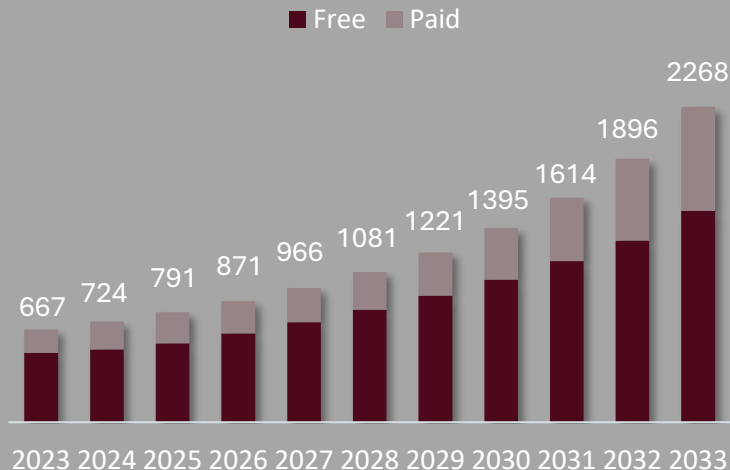
- Upper-middle-class home cooks in Europe
- Busy professionals, parents, and aspirational food lovers
- Frustrated by: Time limitations, overwhelming oven settings, recipe boredom, and cooking errors
- Seeking: Easy meal discovery, health guidance, time savings, and a sense of accomplishment

AEG Market Analysis

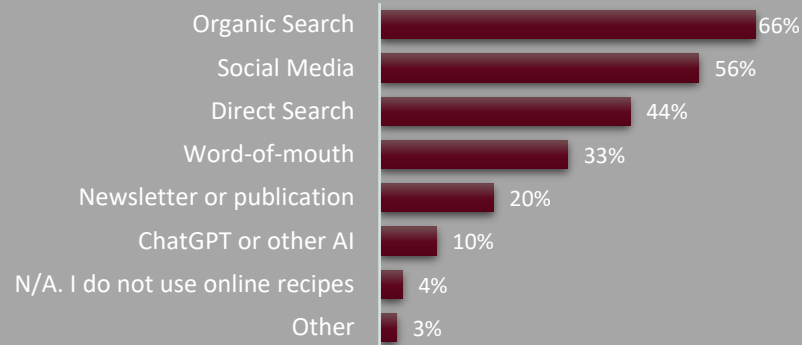
Recipe Library

- The global market for recipe apps has grown to **724M USD** in 2024 and is estimated to reach **2,268M USD** by 2033 with a **CAGR of 13.5%**. [2]
- North America leads the Recipe App Market, holding 36% of the share. **Europe** is the second-largest market, with a **31% share**.

Global Recipe App Market Size (USD Million) [2]

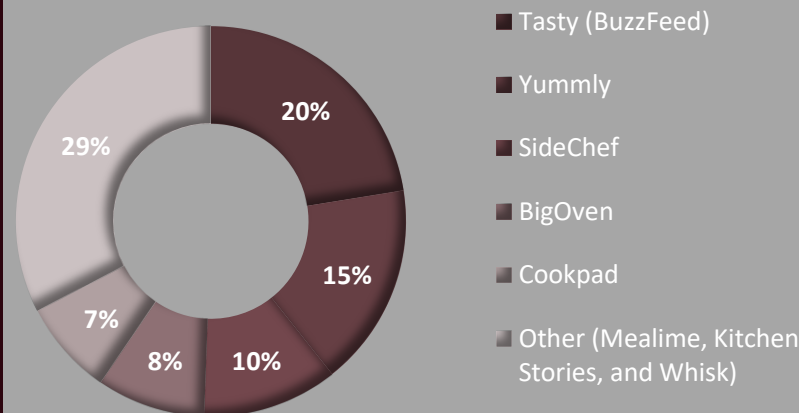


Which Methods do you use to discover online recipes? Select all that apply.



- 91% of U.S. consumers now use online recipes. [1]
- 26% of users look up online recipes on daily, and 38% on weekly basis.

Recipe App Market Share [3]



- TikTok's #FoodTok has **4.6M+ posts**; 92% of U.S. teens access platform daily — making it a dominant channel for recipe inspiration [6]

Market Trends [4] [5]

- AI-driven personalization
- Reducing food waste
- Healthy cooking
- Budget-friendliness
- Quick and easy cooking

Market Restraint

- High competition and market saturation with numerous platforms offering similar features.
- Simplicity, personalization and expansion into niche culinary segments.

Why is finding a simple recipe online so hard?! Every time I try to make dinner and look up a recipe on Google, I end up scrolling through someone's life story, and it also tends to have numerous ads popping up all the time.

Reddit r/cookingforbeginners

Anyone else get **overwhelmed at the number of recipes online** and wind up not being able to decide on anything? There are so many! The more I look at them the less I want to cook any of them.

Reddit r/Cooking

- Lack of trust

After actually following a few online recipes I'm convinced the people who post them are just making shit up!

Reddit r/Cooking

Market Opportunity

- Simplicity, Personalization, and trusted guidance**

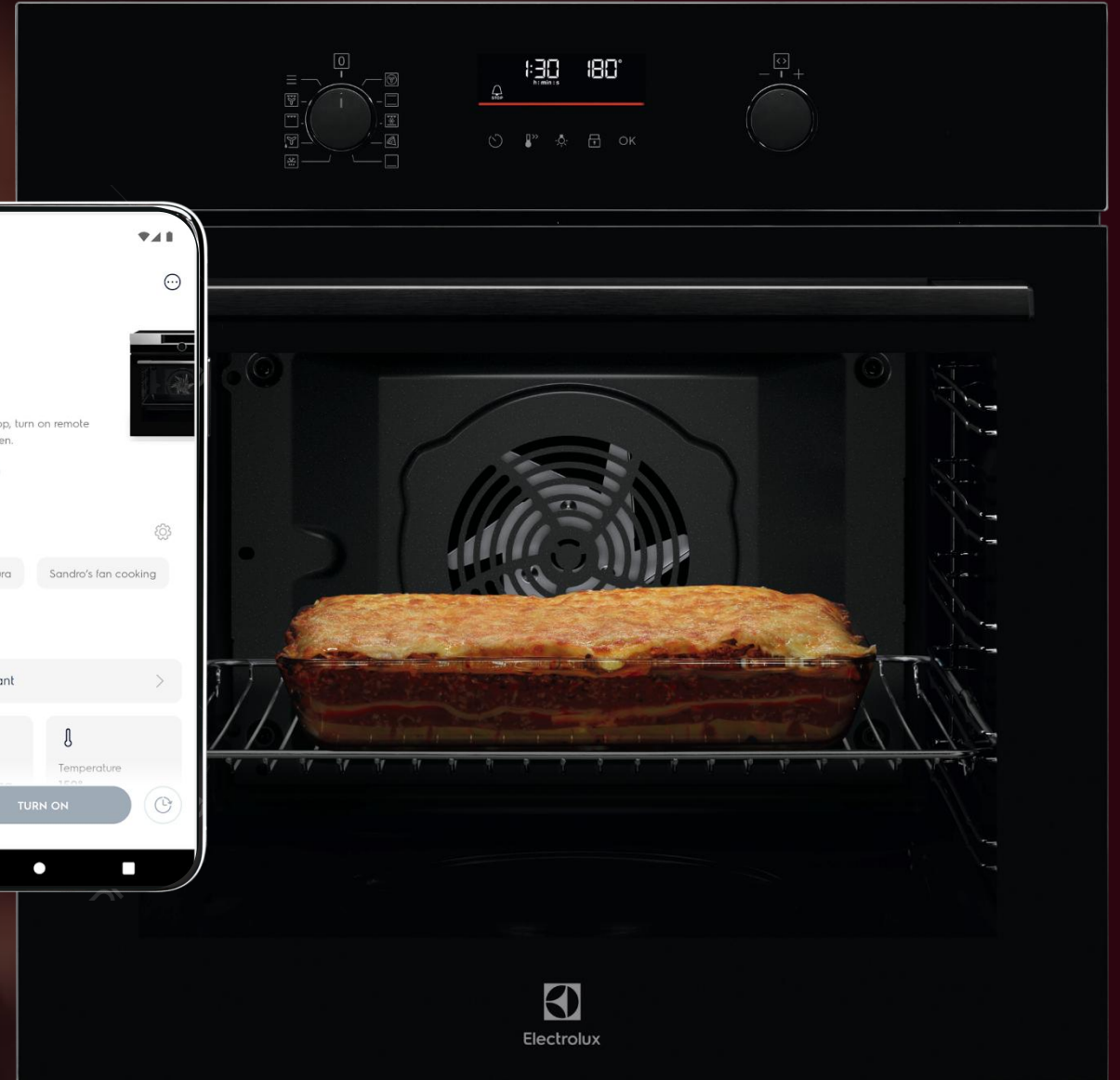
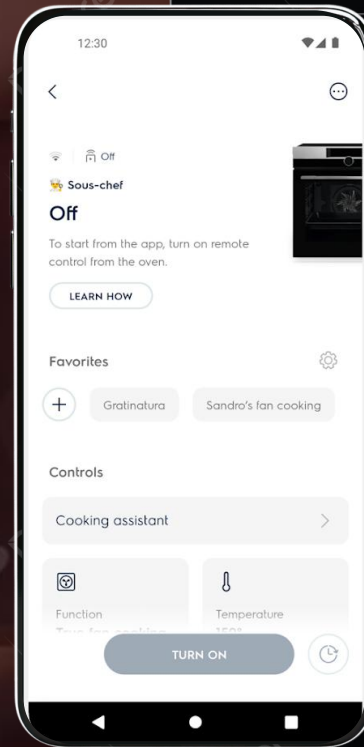
Product Concept

Electrolux SenseOven With AI Camera

- Real-time camera-based monitoring
- AI powered automatic cooking termination
- Personalized cook settings

AI Recipe Assistant

- A fully integrated solution for smart cooking:
- Health and wellness integration
- Intelligently guided recipes



AEG Smart Cooking Journey

1

Recipe Library

- Recipe Import: YouTube, websites
- User-submitted content
- AI-generated recipes
- Premium recipes curated by Michelin star chefs

2

Recipe Discovery

- Culinary style
- Ingredients (inventory scan, manual entry)
- Prep time, difficulty, allergens, diet
- AI-powered personalized search & suggestions

3

Personalization Engine

- Diet & allergy preferences
- Cooking history
- Ingredient availability

4

Preparation Guidance

- Step-by-step with images or video
- Conversational (voice/AI prompts)

5

Wellness Features

- Calorie & nutrient estimation
- Smart suggestions for healthier alternatives
- Long-term wellness tracking per user

6

Smart Cooking & Oven Features

- Camera: Food doneness monitoring
- Meat probe, humidity sensor, IR temp
- Personalized taste levels (e.g. medium-rare)
- Auto-switching modes (bake, steam, grill)
- Smoke detection, child safety lock

7

Feedback & Social Layer

- Rate recipes, save preferences
- Upload user-generated content
- Time-lapse & sharing to social apps

AEG Unique Selling Points

Recipe Trust Score

The Problem

Consumers don't trust random recipes. Recipe sites are messy, untested, or optimized for SEO, not outcomes.

Customer Message:

"Online recipes you can actually trust — tested, rated, and improved by real people, in real ovens."

Reason to Believe:

Every recipe in the ecosystem is AI-enhanced for time, temp, and ingredient adjustments based on oven data.

Curated Premium Recipes from Michelin-Star Chefs

The Problem:

Home cooks want to create impressive meals, but lack inspiration, confidence, or professional techniques.

Customer Message:

"Cook restaurant-quality meals at home — guided by world-class chefs."

Reason to Believe:

Exclusive recipes and preparation videos curated by Michelin-star chefs are available through a premium subscription, fully integrated with oven presets and app guidance.

Inventory-Based Recipe Suggestions to Reduce Food Waste

The Problem:

Consumers frequently waste food because they don't know what to cook with what they have.

Customer Message:

"Make the most of what's already in your kitchen — and save money while reducing waste."

Reason to Believe:

Electrolux app tracks your ingredient inventory and suggests personalized recipes based on freshness, quantity, and expiration — helping turn leftovers into delicious meals.

AI Conversational Guidance for Hands-Free Cooking

The Problem:

Cooking instructions often require screen tapping or constant attention, which breaks flow and creates friction — especially when hands are dirty or busy.

Customer Message:

"Just ask — and your oven talks you through every step, hands-free."

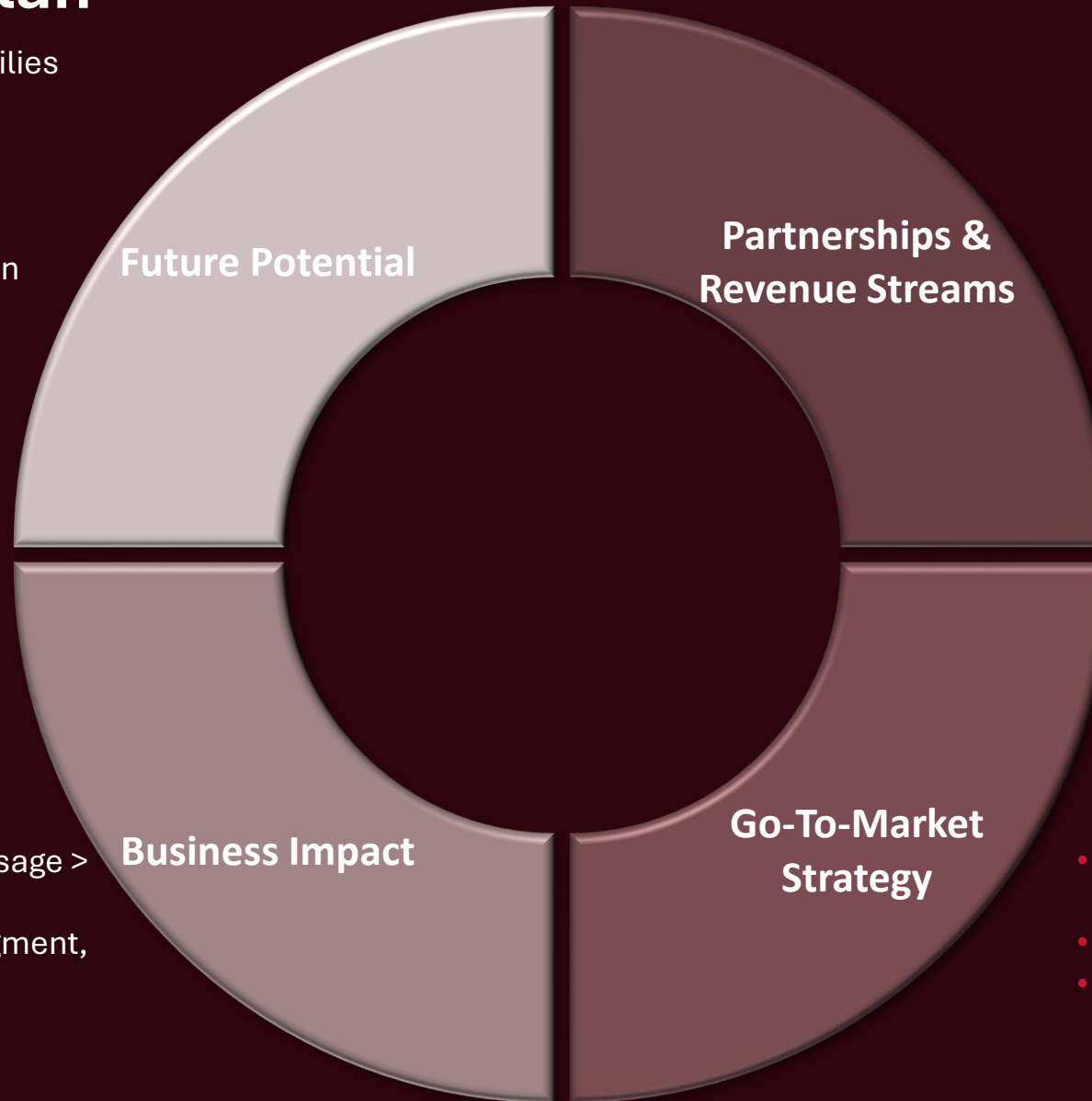
Reason to Believe:

The app includes an AI conversational assistant that provides real-time, voice-guided cooking support — adjusting pace, answering questions, and allowing fully hands-free use.

AEG Business Plan

- AI-powered meal planning for families
- Smart fridge sync for ingredient recommendations
- Cooking challenges, badges, and gamification
- OEM integrations into other kitchen brands

- Increased attachment rate: App usage > daily brand exposure
- Driving sales in premium oven segment, improving PI
- More frequent use = greater brand loyalty
- Recurring revenue stream post-purchase



Commission Model:

- Ingredient shopping (e.g., Carrefour, Tesco)
- Ads: Branded ingredients (e.g. Knorr, Barilla)

Subscription model with:

- Advanced features (e.g. AI wellness coach)
- Premium experiences (e.g. chef recipes and masterclasses)

- Launch with premium oven + 6-month premium subscription
- Influencer cooking campaigns
- POS demo in retailers: "Show me how to make salmon in 20 minutes"

< Whole Duck, Roasted

-



3

4

5

ProSteam

50min at 180°C

HotAir & Top

10min at 180°C

Residual heat

Finishing with remaining heat



Thank You