

Air Fryer Review Analysis

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METHODOLOGY

Yogi analyzed 16,993 reviews from Amazon & Walmart for 10 SKUs across 3 popular Air Fryer brands.



Cosori



Instant Pot



Ninja

HOW ARE THE BRANDS/SKUS PERFORMING?

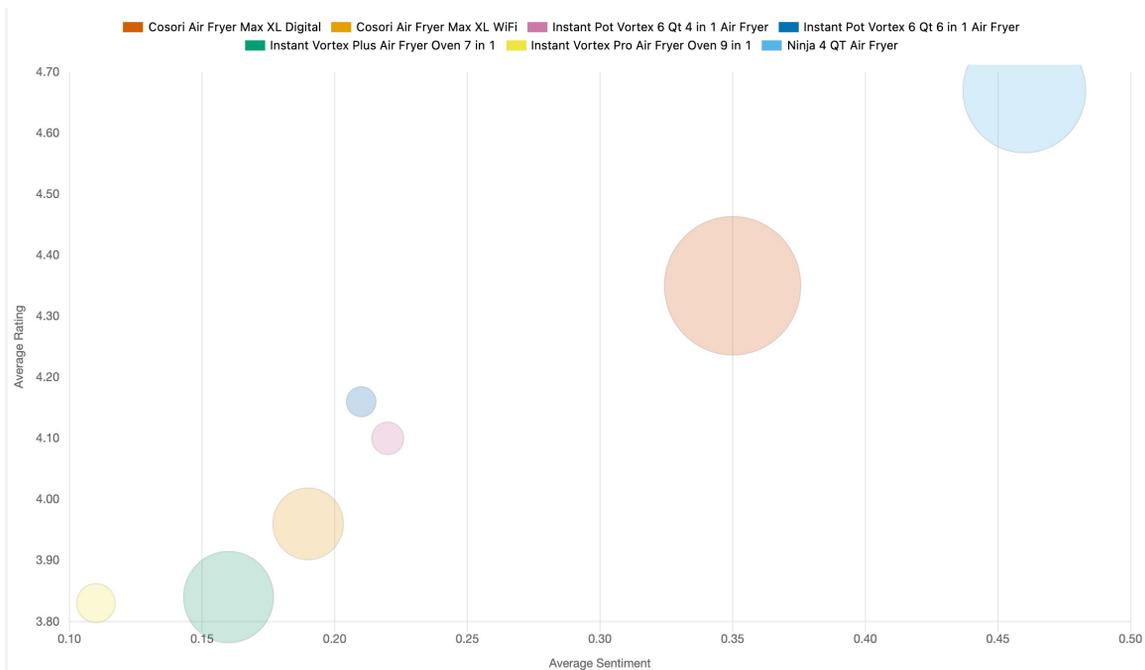


Figure 1: Rating vs Sentiment, By SKUs

Looking at the relative rankings of each brand by consumer sentiment, we see a clear distinction between first, second, and third place. Ninja is leading the pack with its 4 QT Air Fryer, followed by Cosori and finally Instant Pot. Diving more deeply into Cosori we see that their WiFi offering is significantly underperforming their standard Digital offering, whereas for Instant Pot the Vortex line of air fryers is outdoing the Vortex Plus line.

ANALYZING COSORI'S WiFi OFFERING

Out of the 10 SKUs analyzed, Cosori was the only one to offer a WiFi enabled option that allows users to control the Air Fryer via Alexa and a mobile application. Although the addition of WiFi to the Air Fryer does go along with the wave of “smart appliances” the data shows that the addition of this feature likely doesn’t add much.

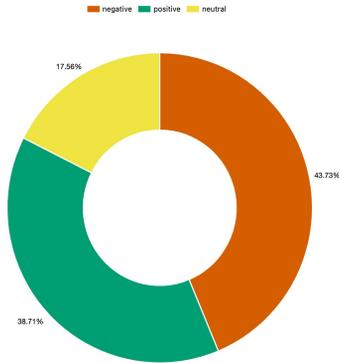


Figure 2: Sentiment Distribution of WiFi related reviews

Total # of WiFi reviews	221
Total # of WiFi reviews <u>NOT</u> from Cosori WiFi Air Fryer	11

Figure 3: Review count for WiFi related reviews



Figure 4: Selected reviews

Looking at Figure 2, we see that more than 60% of reviews related to WiFi are either negative or neutral. Figures 3 and 4 also highlight that the WiFi feature is seen more as a “nice-to-have” as opposed to a “killer feature”. The lack of reviews in other SKUs mentioning WiFi shows that it isn’t really a feature request while Figure 4 shows reviews reinforcing this point.

DIAGNOSING INSTANT’S WORST PERFORMING SKU: 9 IN 1 VORTEX PRO

Negative Sentiment Reviews

Yogi Network Graph filtered to display only datapoints with **Negative Sentiment** of all 9 in 1 Vortex Pro SKU



" After test and using more than 10 times the smell of burnt plastic still fills my entire apartment."

" However, the smell continued and was so overpowering that I couldn't even smell what I was cooking."

"The second one (the replacement) the door won't close unless you push it in a very particular way."



Diving into negative reviews of Instant Pot’s 9 in 1 Vortex Pro, we see two consistent themes. The strongest has been complaints about the smell while cooking with the Air Fryer. This is true even with users that claim to have followed the first/test runs correctly, with claims that the smell continues to linger for many uses. The second negative theme is around the door, with specific complaints around difficulty closing and cleaning the door.



Want to see the full analysis?

This is just a preview of the insights Yogi can generate. Want to see more? [Reach out for a demo today.](#)

Yogi is a cloud-based software company headquartered in New York. It provides feedback analytics solutions and business intelligence dashboards to customer-focused businesses.