

**June 2015****Cleaning the House - US**

"While Americans' lives may be busier than ever, they continue to carve out time for housecleaning, reflecting the importance they place on keeping their homes clean. The amount of average time adults spend cleaning the house in a typical week confirms an ongoing opportunity for household cleaning products that help ...

**Pet Supplies - US**

"Pet supply manufacturers and retailers face a challenging environment. Pet ownership is growing primarily on the basis of population expansion rather than historical rises in ownership penetration. Private label brands are also seeing share growth. However, opportunities remain in the market, surrounding increasing concerns about safety and the increasing perception ...

**May 2015****Dishwashing Products - US**

"While dishwashing product sales have outpaced those of most other household care product categories in recent years, category growth slowed in 2014, indicating that price competition has grown more intense. Accelerating sales growth beyond this modest pace may require more compelling new product launches in both segments. Dishwashing liquid brands' ...

**April 2015****Residential Flooring - US**

"An improving economy and a strengthening home renovation market have helped the \$21 billion residential flooring market notch steady gains since 2010. Looking ahead, further improvement in the broader economy should help drive continued growth. While the need to replace old or worn out flooring is the most commonly cited ...