

March 2013

Toilet Cleaning and Bleach - US

“While new product launches might help to draw attention to the toilet cleaner segment in the short term, new items alone may not be enough to generate long-term growth. The bigger win for marketers and retailers may lie in helping consumers get more out of the products that already are ...

Pet Food - US

“According to the American Veterinary Medical Association (AVMA), pet ownership is on the decline since 2006. Due to a waning number of end users, marketers must consider ways to encourage pet food buyers to feed their pets a variety of new food/treats, tap into the underdeveloped elderly pet owner ...

February 2013

Household Paper Products - US

“Continued improvements in product quality and leading manufacturers’ efforts to shift to more sustainable sources of paper pulp have the potential to change the size and shape of the household paper market. Stronger products that allow consumers to do more with fewer sheets may help to increase value without driving ...

January 2013

The Drug Store Shopper - US

“Sales of drug stores are likely to grow over the next few years, largely as a result of the aging population and the rising cost of healthcare. However, drug stores are not immune to challenges such as the impact of competition from other channels, both online and brick-and-mortar. Many drug ...

Food Storage - US

“The market for food storage products is in large part dependent on consumer participation in home meal preparation. At the same time, enthusiasm for home meal preparation is dependent at least in part on food storage products that make the process easier at every step.”

Bed and Bath Linens - US

“The bed and bath linens market was strongly impacted by the recession as consumers cut back on spending in discretionary household categories and traded down to less expensive items. However, the market has since recovered and growth has resumed, as consumers need these items for daily sleeping and bathing activities ...