

January 2007

Vacuum Cleaners and Carpet-cleaning Products - US

The U.S. retail vacuum cleaner market totaled \$4.1 billion in 2006, a 7.1% increase since 2001 in current pricing. The market is comprised of upright vacuum cleaners; canister vacuum cleaners; stick and handheld vacuum cleaners (cordless and non-cordless); and extractors (such as wet/dry vacs and steam ...

December 2006

Air Fresheners - US

In this report, Mintel analyzes the growing air freshener market from 2001-06. Most growth has occurred in 2004-06, due to increased product activity in some segments, and to the entry of Procter & Gamble into the market. Natural growth also occurs from demographic changes (such as the increase in Hispanic ...

September 2006

Household Paper Products - US

The market for household paper products is a mature one and with products such as toilet tissue and paper towels at the saturation point there is little opportunity for growth through increases in use. Price increases, both outright and through sheet size and count reductions, helped to bump sales in ...

August 2006

Washers and Dryers - US

This report focuses on the domestic U.S. market for automatic washing machines and dryers, both gas and electric, including side-by-side or stackable (dryer placed above washer) units.

DIY Power Tools - US

This report covers power tools that are available through the primary retail channels of home improvement centers, lumberyards, and hardware stores. Power tools are defined as tools powered by electricity, batteries, or air (pneumatic) for use in building, construction, and home improvement.

July 2006

Home Laundry Products - US

After experiencing declines from 2001-04, home laundry product sales at current prices stand at \$7.7 billion, having increased 6% during 2004-06. Recent growth is significant given the commodity status of home laundry products, with 98% of respondents reporting that laundry products are used in their households, according to the ...

June 2006

Household Cleaning Products: The Consumer - US

A newer cleaning paradigm is taking the place of traditional weekly cleaning. This method eschews deep cleaning and a regular cleaning schedule, and replaces it with spot cleaning, often with the goal of “clean enough” rather than deeply clean. This type of cleaning is favored by young people, whites, and ...

May 2006

Household Cleaning Products: The Market - US

This report analyzes the U.S. market for household cleaning products. In the last generation, the role of housework in the American lifestyle has changed dramatically. Time-pressured Americans seek convenience in many aspects of their lives, including the time they spend cleaning. With longer working hours, both parents working, children's ...

April 2006

Baby Durables - US

With retail sales of \$2.8 billion in 2005, the baby durables category is, to a certain extent, dependent on two uncontrollable demographic factors—the number of babies born each year, and the economic status of their parents. This creates challenges for marketers, as they reach for the narrow audience comprised ...

March 2006

DIY Retailing - US

Candles - US

The home improvement channel continues to show growth despite wider economic slowdown. Sales have been propelled by strong home sales, "do it yourself" television programming, aggressive marketing by home centers, and continued prioritization of investing in home living spaces on behalf of consumers in the U.S.

This report covers the market for candles in the US. An intense examination of the overall market covers issues such as the increased interest in home décor, changes in recent advertising techniques, and the influence of foreign trade. Market size, segmentation, and trends are all covered in depth.

February 2006

Air Fresheners - US

From 1999 to 2004, sales of air fresheners rose nearly 30% in current dollars. While the increase in the market is substantial, the bulk of the growth occurred in 2000 and 2001 following the advent of air freshener candles and widespread acceptance of plug-in air fresheners, and year-on-year sales growth ...

Office Supplies - US

The office supply market is fragmented, with large chains, discount clubs, independent stores, supermarkets, drug stores, and other outlets fighting for market share. Staples, Office Depot, and OfficeMax, the three largest office supply chains, compete against discount clubs (such as Sam's Club) for the budgets of both consumers and small ...

Pest Control - US

The U.S. pest control industry consists of both product manufacturers and service providers. This report examines both the product segment, where consumers purchase products for home use, and the service segment, where consumers contract specialized pest control companies to deal with infestations. Both market segments are fragmented, characterized by ...

Water Filtration - US

While concern with health and water quality spurs growth in the water filtration market, competition from bottled water and residential systems installed by professionals (not included within the scope of this report) carved into the consumer market. Continued trends towards healthy lifestyles and the concerns of aging adults will help ...