

September 2019

Home Laundry Products - US

"In 2019, home laundry products are estimated to increase. While the market enjoys strong penetration – as nearly all consumers purchase laundry products – industry players are challenged to generate meaningful sales growth due to shoppers' habitual approach to the category. Mintel projects continued modest growth of laundry products from ...

Organizing the Home - US

"Perhaps a ramification of overconsumption in America is a new obsession with streamlining and "detoxing" every aspect of life, including the home, creating ample opportunities for the home storage and organization industry. Organizing the home is no longer a seasonal activity and retailers have a unique opportunity to increase participation ...

August 2019

Shopping for Household Care Products - US

"The routine nature of shopping for household care products remains a challenge for category competitors, with cost, convenience and brand still dictating purchases. Yet younger shoppers express a willingness to try new products, particularly those that meet their natural and eco-friendly interests. While the majority of household care purchases still ...

July 2019

Consumers and the Economic Outlook Q3: A Look at Both Sides - US

"A lot of coverage has been given to the growing divide between political views in the US. While there may be cultural and moral differences that cause fundamental shifts in beliefs, some underlying concerns, specifically financial ones, are more similar than different. However, if a consumer's personal belief system aligns ...

Grilling and Barbecuing - US

"The mature grill market is challenged by high penetration, long purchase cycles and low intent to purchase. While the flavor, convenience and social aspect of grilling still remain key themes that will capture consumers attention, the power of influencers and social media continues to grow, bringing new engagement opportunities for ...