

### March 2023

#### Pillows and Mattresses - US

"Consumers are coming to recognize sleep's contribution to overall health and the direct relationship between quality sleep and other areas of holistic health. However, high penetration and long purchase cycles continue to challenge category players in growing the market, especially as budget-conscious consumers delay purchases until the economy stabilizes. Mattress ...

#### Cleaning the House - US

"Consumers remain consistent in their approach to cleaning the home. However, soaring cost of living is causing some to shift their cleaning and shopping habits, with slightly more than two in five adults claiming to be spending less on household cleaning products. To increase value and maintain involvement, brands need ...

### February 2023

#### Consumers and the Economic Outlook - US

"Cooling inflation and a solid labor market are likely the direct contributors to consumers' positive outlook entering the new year. With further rate hikes and unemployment projected to rise, revisiting these sentiments six months from now – which is when experts project the US to enter a mild recession – ...

### January 2023

#### Aircare - US

"Though the category continues to enjoy relatively high incidence of use, as consumers continue to cut back on spending, discretionary products like aircare will be challenged to prove value. Product efficacy, added benefits, and expanded offerings to align with evolving lifestyle needs will be crucial to reinvigorate aircare sales." ...

### Upcoming Reports

**Improving the Home - US - 2023**

**Food Storage and Trash Bags - US - 2023**

**Household Surface Cleaners - US - 2023**

**Cookware - US - 2023**

**Dishwashing Products - US - 2023**

**Home Laundry Products - US - 2023**

**Pet Supplies - US - 2023**

**The Natural Household Consumer - US - 2023**



## Household - USA

**Consumers and the Economic Outlook - US - Summer 2023**

**Home Linens - US - 2023**

**Major Household Appliances - US - 2023**

**Household Paper Products - US - 2023**

**Outdoor Cooking - US - 2023**

**Lawn and Garden Products - US - 2023**

**Smart Homes - US - 2023**