

## December 2009

### Air Fresheners - US

Like others, the market for air fresheners has seen sales reverse from the growth trend experienced prior to 2008. The economic recession has created a challenge to manufacturers as consumers cut back on spending on non-essentials including air fresheners. Opportunities for growth as the economy climbs out of the recession ...

## November 2009

### Vacuum Cleaners - US

The \$2.4 billion vacuum market is a mature market that has seen inflation-adjusted sales fall from 2004-2009. While pressure from low cost imports and the shift towards hard-surface flooring have limited growth in the market, these difficulties have been compounded in 2008 by the recession. Surprisingly, however, the market ...

## October 2009

### Stoves, Ranges and Ovens - US

The market for stoves, ranges and ovens has seen inflation-adjusted sales fall from 2004-09, with the steepest losses posted since 2007. The collapse of the real estate market and the decline in housing starts have deeply affected the appliance market, which relies heavily on appliances installed in new homes and ...

### Economizing in the Home: Professional Services - US

The recession beginning in December 2007 ended the longest bull-run in stocks in the history of the United States. In the wake of continued news of economic decline and hardship, consumers tightened their belts in 2008 and 2009, seeking to cut household costs, limit expenditures and maximize savings. Even if ...