

December 2013

Small Kitchen Appliances - US

“To succeed in the marketplace, small kitchen appliances must do more than just save time and effort in the kitchen. Opportunities exist for appliance brands to create new experiences and align with consumer lifestyles. Small kitchen appliances can play an integral role in facilitating culinary exploration, enhancing cooking skill, and ...

November 2013

Household Surface Cleaners - US

“The importance consumers place on cleaning power and disinfection represents an opportunity for brands to help housecleaners achieve the best results in every room of the house and on every surface.”

October 2013

Fabric Care - US

“Declining household penetration is a key issue for fabric care marketers and retailers to address. As multi-benefit laundry detergents grow more popular, fabric care brands must get more creative in proving their value. More specialized products could help to set the category apart.”

September 2013

Vacuum Cleaners - US

“Offering an improved vacuum cleaning experience – more maneuverable, lighter, quieter – may be as sure a path to increased market share as improved suction power. There are also opportunities to eliminate the experience altogether with robotics and to make vacuuming an essential step in protecting health.”

Air Fresheners - US

“Air fresheners are widely used in American households and the market is growing and recovering from the recession. However, there are some challenges. Plug-in and battery-operated product sales are struggling, there is growing concern around chemical content that is used in air fresheners, and companies have to look to new ...

August 2013

Laundry Detergents and Fabric Softeners - US

Candles - US

This report will help you to uncover opportunities and understand the key issues affecting your market. How? By giving you instant access to analysis and critical recommendations. It will also challenge routine thinking by providing fresh, new perspectives that energizes your thought processes.

“Candles are widely used and enjoyed in American households. However, this market faces some big challenges. Candle usage frequency needs to increase to reinvigorate sales, private label products present a growing threat to branded products, and some benefits that communicate value to the consumer (i.e., long-lasting) could actually be ...

July 2013

Cookware - US

“The most enthusiastic home cooks, who have both strong interest in cooking from scratch and advanced cooking skills, are a core target for the cookware market and are well-served by top cookware brands and specialty retailers. While marketers can’t ignore this hard-core group, category growth may require a more concerted ...

June 2013

Pet Supplies - US

“As digital communications replace traditional human interaction, pets fill a void for physical companionship. As a result, a strong bond develops and provides the impetus for pet owners to seek out the same quality and attributes in products for their pets as they do for themselves. Innovation is adapting to ...

Cleaning the House - US

“Housecleaning is a time-consuming but emotionally satisfying task that consumers view as important not only in making their homes presentable but also in keeping their families healthy. While housecleaners express interest in products that make cleaning faster and more efficient, they are more likely to prioritize cleaning effectiveness.”

Pest Control and Repellents - US

“Market players will be able to rely on consumers’ continued usage of pest control products and services to deal with pest problems in their home. However, the market does have some challenges. Consumers are mostly reactive when it comes to pest control activities, they have concern around products’ chemical content ...

May 2013

DIY Home Improvement and Maintenance - US

“The in-store experience continues to be important for home improvement DIYers, and retailers should be sure to firmly establish their identity as a destination for

Dishwashing Products - US

“Key to keeping the dishwashing products category on a growth track is keeping consumers focused on added benefits and new features rather than price comparisons. A steady stream of new products

expert advice. Of particular importance are workshops, helpful and knowledgeable employees, and a seamlessly integrated online presence. Lack of skill shouldn't be a deterrent for ...

promising superior performance and a pleasant dishwashing experience will help to keep consumers engaged with the category."

April 2013

Residential Flooring - US

"The pace of home sales and home renovations started to quicken in 2012, giving the residential flooring market a much-needed boost. Now it's up to flooring manufacturers and retailers to maintain the momentum with marketing programs that emphasize both the practical and emotional benefits of new flooring."

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

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



Household - USA

from other channels, both online and brick-and-mortar.
Many drug ...

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 ...