

March 2014

## Refrigerators, Freezers, and Dishwashers - US

“While an improving economy and housing market is driving sales for the market as a whole, other factors give individual brands and retailers opportunities to gain competitive advantage. Superior owner protection is one such area. Another is finding a way to appeal to a new generation of appliance shoppers who ...

## Hispanic Consumers and Household Products - US

“While Hispanic consumers are not a homogeneous group, one value that practically all share is their belief that personal appearance says a lot about a person. It is for this reason that they strive to take good care of their clothing and household. Brands that can partner with them to ...

## Black Consumers and Household Products - US

“Maintaining a clean home is important to Black consumers. A clean home is direct reflection of what others think about them, and a clean home means a healthy family. Black consumers are all about prevention, and rely on products that have ingredients to help remove germs and odors. Blacks teach ...

## Children's OTC - UK

“The market has been impacted by parental reluctance to treat their child without professional help as well as reduced innovation. Encouraging parents to treat their children at home, by offering better advice, as well as raising their confidence in brands by better engaging with them using social media could encourage ...

## Attitudes Towards Germs - UK

“Continued growth in sales of germ-killing products will come from giving younger people in particular more information on hygiene and germ hotspots, as well as through promoting specific products as being better for use on surfaces coming into contact with food. Brands also have an opportunity across the wider household ...

## Household and Personal Care - International

### OTC Pediatrics - US

“After a series of product recalls, the OTC pediatrics market appears to have fully recovered. However, the market faces a few challenges to growth, including a declining population of households with children, and an overall movement toward prevention rather than treatment. Manufacturers and retailers that can meet parents’ unique needs ...

### Smoking Cessation Products - US

“E-cigarettes are the latest threat to the beleaguered smoking cessation products’ market. Prior to the rapid arrival and use of e-cigarettes, the fast-following introduction by private label manufacturers of every new product innovation launched by national brands helped commoditize the market and erode dollar sales growth. Future innovation should focus ...

### Grilling and Barbecuing - US

“The grilling category is unique in that, for many adults, it is strongly associated with positive memories and emotions of cookouts past. Those who purchase a grill are not just buying an appliance upon which they can prepare food; they are buying it for the experiences they can have through ...

### Babies' and Children's Personal Care Products, Nappies and Wipes - UK

“The disposable nappy and personal care segments were the worst performers in the market in 2013. Encouraging consumers to switch back to brands, and move away from savvy shopping techniques will be essential for returning the categories to growth.”

### February 2014

#### Household Paper Products - US

“In spite of low overall sales growth and universal household penetration, the household paper market holds opportunities for brands that emphasize quality and performance and that explore ideas that make it easier for consumers to use paper products in a wider array of occasions. At the same time, sustainability is ...

#### Soap, Bath and Shower Products - UK

“Lifestyle factors present long-term considerations for the soap, bath and shower market with bathing habits changing. A daily shower is becoming increasingly popular as consumers move away from time- and money consuming bathing, despite its relaxing appeal.”

#### Household Paper Products - UK

“While their position as essential household items means that sales of household paper products are protected to a certain extent, a high level of promotional activity by brands and consumer determination to get the best deal have led to a decline in value sales. Brands looking to bolster sales of ...

#### Smoking Cessation and E-cigarettes - UK

“The rise in popularity of E-cigarettes has hampered growth in the value of the smoking cessation market, which saw modest growth of less than 2% in 2013. Although E-cigarettes are largely marketed as an alternative to smoking, smokers have been using them to cut down or quit smoking. Changes in ...

### January 2014

#### Household Care Packaging Trends - US

“Innovations in packaging and product form that simplify everyday household chores stand a good chance of capturing the attention of category shoppers. Results, however, are just as important as convenience.”

#### Deodorants and Bodysprays - UK

“This is a category where brand name prevails and own-label is held with scepticism. With long-lasting being the most important product attribute, consumers are more trusting of brands to deliver long-lasting protection. However, products not lasting as long as they claim to is the biggest product frustration, suggesting that using ...

#### Pharmaceuticals: The Consumer - US

“The patent cliff, as well as a push toward consumers being more proactive about their health, has contributed to a decline in sales of pharmaceutical drugs. However, the ACA will provide more people with health insurance coverage, likely growing the market of prescription drug users.”

#### Household Care Packaging Trends - UK

“Packaging is central to both how household care products are used and how they communicate their benefits to consumers, and the latter includes the promotion of technologies and solutions that encourage greener behaviour. Younger people are particularly likely to voice green or ethical sentiments but not act upon these beliefs ...