

March 2021

Major Household Appliances - US

“The pandemic has led to an explosion of new home behaviors, including how consumers view, use and shop for major household appliances. A culmination of factors in 2020 led to heavier appliance usage for the year, yet these levels won’t be sustained as consumers start to spend more time outside ...

Consumers and the Economic Outlook - US

“Despite COVID-19 putting a dent in consumers’ finances and morale, many still remain hopeful on their financial situation going forward. A recovering US economy, rallied by the availability of a vaccine, has instilled optimism in many consumers during tumultuous times. In spite of that, how well this recovery can be ...

January 2021

Aircare - US

“The pandemic has led to an explosion of new home behaviors, including how consumers view, use and shop for aircare. While it remains to be seen which new behaviors will stick and become a ritual and which will fade as we emerge from this health crisis and recession, brands have ...