

December 2008

Air Fresheners - US

The market consists of home air fresheners, automobile air fresheners, trash can deodorizers, and potpourri/sachets. More than 90% of the market is represented by the home air fresheners segment.

Vacuum Cleaners - US

The floor-cleaning appliance market is a mature market that has shown only limited growth from 2003-08. While replacement sales, increases in home ownership and product innovation have helped propel sales, competition from lower-priced imports has driven down prices.

November 2008

Small Kitchen Appliances - US

From 2003-08, the small kitchen appliance (SKA) market posted only modest sales growth. This report examines the existing highly consolidated supply structure and the retail landscape. It examines new features and innovations related to function, style and technology, and analyzes branding and advertising strategies online and in TV campaigns. Analysis ...

October 2008

Household Paper Products - US

The \$13 billion market for household paper products has shown strong growth since 2003, but much of this growth has been due to manufacturer price increases rather than growth in consumer demand. Continued declines in consumer confidence in the U.S. economy and rising inflation are causing consumers to make ...

September 2008

DIY Power Tools - US

From 2007-08, power tool sales have fallen as the housing market has stumbled, home renovations have declined and commodity costs have risen. While cordless tools remain comparatively strong sellers, on a whole, DIY power tool sales fell in 2007 and are likely to continue to decline further in an uncertain ...

July 2008

Washers and Dryers - US

During 2003-2008, appliance sales have tracked the boom and the bust of the housing market. After showing strong sales for a mature market through mid-2006, the market has seen sales slide as the housing market has stumbled. Once the housing market stabilizes, replacement sales, product innovation - especially in "green" technologies ...

June 2008

Household Cleaning Products: The Consumer - US

This report is the second part of a two-part series on household cleaning products. It complements the findings of Household Cleaning Products: The Market-U.S., May 2008, including the widespread shift away from "deep cleaning", strong interest in environmentally-friendly products, the growth potential for store-brand products and the increasing use ...

Household Cleaning Products: The Market - US

This report is the first of a two-part series on household cleaning products. It covers market size, segmentation, retail distribution, brand sales, advertising, and marketing. The second in the series, Household Cleaning Products-The Consumer-U.S., June 2008, will utilize data from Simmons NCS and Mintel's exclusive consumer survey to ...

May 2008

The Home Office - US

The Home Office market in 2008 is boosted by a growing attitude in the U.S. that telecommuting is an advantageous business model benefiting both employers and employees. When coupled with the growing number of single-person small businesses between 2000 and 2005 (often operated out of the home), working from ...

April 2008

Baby Durables - US

Home Laundry Products - US

A mature category with stable household penetration overall, the home laundry products market has seen minimal growth over the past five years, with dollar sales increasing at about the rate of inflation. In the past couple of years, however, the category has experienced an uptick, as leading brands have introduced ...

The baby durables market covers a vast range of products that parents and parents-to-be acquire in a blur of purchases, baby showers and gifts from family and friends. The market is obviously dependent on the number of babies, which doesn't vary much from year to year, and largely still ...

March 2008

Home Furniture - US

The home furniture market continues to be inherently strong, even during the housing slump. Because of the long-term trend in home investment, Mintel expects only a moderate drop in sales from 2008 to 2009, followed by a return to solid expansion.

Candles - US

The US candle industry has achieved 5% growth between 2002 and 2007, due to the increase in the number of women (the primary candle buyer) and the increase in the number of households. However, the market faces challenges in the rising price of oil (the primary ingredient in paraffin candles ...

February 2008

Pest Control - US

Against the backdrop of increased consumer environmental awareness, declining termite pretreatments, and the housing slowdown, the pest control services and retail products market has faced its share of challenges during 2005–07. However, near-term challenges aside, Mintel believes long-term prospects for growth are sound, buoyed by product innovation; population and geographical ...

Water Filtration - US

The water filtration and purification device market includes plumbed-in systems (under-sink systems and water softeners), pour-through devices (including pitchers, countertop devices, faucet-mount devices, and replacement filters) and refrigerator filters. Prospects for increased growth in this market are strong, but will depend on the marketing tactics of suppliers and retailers.