

### March 2019

#### Household Paper Products - US

"While household paper brands have introduced meaningful innovation over the past year, consumers see the category as an opportunity to reduce the cost of living. They increasingly believe that store brands are as good as name brands and that in most cases, premium innovations are not worth the extra cost ...

#### Major Household Appliances - US

"The major appliance market has maintained steady growth over the past five years, benefitting from a positive economy and housing market, as well as consistent category innovation. Americans are designing their homes to reflect their lifestyle, underscoring the opportunity for manufacturers to accelerate growth and differentiate by catering to an ...

### January 2019

#### Consumers and the Economic Outlook Q1: Defining Financial Success - US

"The US economy continues its slow upward trajectory, even as discussion of tariffs and trade discussions cause the stock market to fluctuate a great deal. US unemployment – already at extremely low levels – decreased further in October of 2018, while labor force participation remained steady. Despite a slight dip ...

#### Food Storage and Trash Bags - US

"Food storage and trash bag usage has near total household penetration, reflecting the functional nature of the category. While a strong, steady consumer base provides a solid foundation, significant growth remains elusive as users exhibit cost-conscious shopping behavior. Marketers must work to emphasize the value of premium features and encourage ...

#### Air Care - US

"Air care experiences high penetration, resulting in nearly flat market sales over the last five years. While 31% of consumers report using air care products more often as opposed to less often in the past year, long-established formats saw a decline in usage amid ingredient concerns and cross-category competition. In ...