

### December 2018

#### The Amazon Effect - US

Amazon is the world's second largest retailer behind Walmart, with \$120 billion in US sales in 2017, up 71% in two years' time. This one company accounts for approximately 40% of total US ecommerce sales. Its membership program, Amazon Prime, surpassed the 100 million member mark globally this year, and ...

#### Small Kitchen Appliances - US

"Bolstered by gains within the small cooking appliance segment, the overall market reached \$6.5 billion in 2018, a 2.2% increase from 2017. High penetration and long purchase cycles challenge the category from experiencing significant sales growth, as market sales rely largely on new users and trade-ups. Multi-tasking small ...

### November 2018

#### Paint and Wallcoverings - US

"An improved economy coupled with genuine interest in décor is benefitting the paint and wallcoverings market, which is viewed as a feasible way to refresh and update the look and feel of a room. As the emerging generation of new DIYers engages in wall projects that allow them to add ...

### October 2018

#### Household Surface Cleaners - US

"The household surface cleaning market is characterized by slow growth and low innovation, but there is reason for optimism. Brands are beginning to trial new formulas and formats that will enhance convenience, health, safety and the consumer experience. The market needs to adapt to changing consumer lifestyles, where there is ...

#### Consumers and the Economic Outlook - US

"The economy continues its slow and steady recovery, though economists are hesitant to say that it has officially recovered. While some consumers may be watching economic indicators, many are not, and even those who are may not see the direct effects on their daily lives. Overall, if consumers were already ...

#### Water Filtration - US

"Despite widespread media coverage of lead and other contaminants found in tap water, the water filtration market experienced a decline of 0.2% from 2017, reaching \$827 million in estimated 2018 retail sales. Market struggles can be attributed to higher ownership of dispensers built into the refrigerator, positive perceptions toward ...

#### Home Improvement and Maintenance - US

"The home improvement and maintenance market benefits from a healthy economy and genuine interest in improving the home. As more consumers engage in discretionary projects to create a home that looks and feel like their own and works more efficiently, retailers will have a prime opportunity to engage and empower ...

### September 2018

#### Pest Control and Repellents - US

"The pest control market has slowed. While there are heightened concerns about insect-borne diseases, the market is maturing. Consumers are trading down to private label products, while more depend on professional services, which have moderated growth of the consumer product side of the market.

The long-term prospect for the market ...

### August 2018

#### Home Laundry Products - US

"The home laundry products market is estimated to grow. While detergent dominates the market, the wide array of features and innovations offered in the laundry care segment largely contributed to category growth. Offering products that effectively, yet safely, clean all fabric types could be an opportunity for brands to post ...

### July 2018

#### Grilling and Barbecuing - US

"Most adults are grill owners; a substantial 79% of adults currently own a grill and 32% plan to buy a grill in the next year. Flavor is a top motivator to grill, followed by convenience, enjoyment while entertaining, and relaxation. Since 2013, the market has been driven by an improving ...

#### Consumers and the Economic Outlook - US

"Consumers remain confident in their financial health and anticipate little change in the coming year, resulting in stable patterns of financial opinions and behaviors. Consumers hope to save for the future while also maintaining spending levels that accommodate their current lifestyle. This Report looks at the role credit score plays ...

### June 2018

#### Patio and Backyard Living - US

"Outdoor spaces are perceived as places of relaxation for most adults. Although outdoor décor is influenced by DIY culture and personalization, most consumers seek functionality over style or flair. The market continues to grow as advancements in comfort and durability keep outdoor improvements in the peripheral view of most adults ...

#### Smart Homes - US

Smart home hardware can be divided into two categories, those that provide convenience (eg thermostats, pet feeders, smart lighting, cleaning robots) and those that provide security (eg alarm systems, smoke and leak detectors). Both segments carry interest in ownership among the majority of the US population, and both are also ...

#### Lawn and Garden Products - US

#### Pet Supplies - US

## Household - USA

"The US lawn and garden market grew steadily over the review period. Yet the segment represented by MULO (multi-outlet) sales, which is comprised largely of lawn and weed products, is on the decline. Consumers still buy most lawn and garden products at big box stores like The Home Depot, but ...

"Americans are spending more on their pets than ever before. Pet parents increasingly look for products that align with their own personal preferences and beliefs, and are willing to spend a bit more to provide their fur babies with safe and healthy products."

- **Rebecca Cullen, Household Care Analyst**

### Cleaning the House - US

"Most adults get involved in housecleaning on some level due to the functional need to clean. However, changes in household trends, such as the rise in pet ownership and decline of households with children, can impact how consumers clean their home. Although traditional gender roles for housecleaning are shifting, women ...

## April 2018

### Consumers and the Economic Outlook - US

"The US economy weathered the political tumult of 2017 with surprising vigor, as most major economic indicators fared increasingly better throughout the year. The nation's GDP (gross domestic product) has been on the rise for 17 consecutive quarters, and consumer confidence has been marching forward at record levels, while unemployment ...

### Residential Flooring - US

"The residential flooring market has grown thanks to a strong housing market and product innovations in function and design. Challenges are greatest for carpeting, which faces stiff competition from innovative, easy to maintain hard surfaces. While growth opportunities lie with ongoing outreach to younger consumers, parents, and Hispanics, challenges lie ...

## March 2018

### Outdoor Power Equipment - US

"Despite outdoor power equipment being a large and costly purchase, adults are more likely to own equipment than rent. In addition, the time-saving benefits from hiring a professional service may create challenges for the market. Future growth may hinge on consumer interest in sustainability, emphasizing growth potential for eco-friendly power ...

## February 2018

### Air Care - US

Sales in the air care industry remain nearly flat from 2016-17, contracting 0.3% to reach just more than \$6

### Major Household Appliances - US

"The multibillion-dollar major household appliance market reached \$38.2 billion in 2017, and is forecast to

billion. While the need to eliminate temporary smells and create a pleasant ambiance drive demand, competition from other industries, disengagement with the category, and a lack of major innovation are ...

keep growing at a steady pace through 2022. While current growth has mainly stemmed from an overall positive economy and housing market, as well as continued category innovation, future growth could be stimulated by ...

### January 2018

#### Consumers and the Economic Outlook - US

"Economic improvement continued at a relatively steady clip as a new presidential administration took office at the beginning of the year. While there have been natural catastrophes and tragedies throughout the US, the economy has generally remained stable and any expert predictions continue to be optimistic."

- Jennifer White Boehm, Associate ...

#### Household Paper Products - US

"The US household paper market has shown only modest growth since 2012, due to limited usage among younger generations of discretionary products, more premium private label offerings, and challenges in differentiation in a highly functional category. Expanding appeal to younger, dynamic consumer groups, including parents and Hispanics, will hinge on ...

#### Air Treatment - US

"Household penetration of air treatment devices has experienced minimal fluctuation over recent years, showing signs of a stable market. There are some non-owners of these products who report interest in owning, however a larger percentage of non-owners are not interested, primarily due to lack of need. Positioning these products as ...

### January 1970

#### Cookware - US

The cookware market experienced declining sales from 2016-17 in part due to competitive pressure from the growing small kitchen appliances category, lessening the need for cookware items. High penetration and long purchase cycles also challenge category growth, as market sales rely on new users and trade-ups.