

December 2013

Small Kitchen Appliances - US

“To succeed in the marketplace, small kitchen appliances must do more than just save time and effort in the kitchen. Opportunities exist for appliance brands to create new experiences and align with consumer lifestyles. Small kitchen appliances can play an integral role in facilitating culinary exploration, enhancing cooking skill, and ...

November 2013

Household Surface Cleaners - US

“The importance consumers place on cleaning power and disinfection represents an opportunity for brands to help housecleaners achieve the best results in every room of the house and on every surface.”

October 2013

Fabric Care - US

“Declining household penetration is a key issue for fabric care marketers and retailers to address. As multi-benefit laundry detergents grow more popular, fabric care brands must get more creative in proving their value. More specialized products could help to set the category apart.”