

January 2021

Improving the Home: Incl Impact of COVID-19 - US

“The home has always been a special place, but 2020 put that into focus as the pandemic completely altered how consumers use their homes. While the surge in DIY projects is unlikely to continue long term, category players have an opportunity to use the current momentum and the new appreciation ...

Household Packaging and Format Trends: Incl Impact of COVID-19 - US

“Homecare packaging is on the cusp of a renaissance. New materials and designs are driving improved ecommerce through lighter weight and more secure packaging, while simultaneously reducing the category’s environmental impact through reduced carbon footprints and easier recycling.

While consumers have historically paid little mind to homecare packaging, there is ...

November 2020

Water Filtration: Incl Impact of COVID-19 - US

“COVID-19 has triggered increased interest in water filtration as Americans place a greater priority on home, health and safety. This surge in demand will dissipate just as quickly as it arrived – and the category will return to slow, steady growth. Moving forward, industry players should position water filtration as ...

October 2020

Home Laundry Products: Incl Impact of COVID-19 - US

“With consumers prioritizing cleanliness and disinfecting more than ever, COVID-19 has spurred short-term sales in the historically slow-moving home laundry category. Sustaining growth in the longer term remains challenging however, and brands will need to understand how consumers’ needs are changing during this critical time to develop new solutions to ...

Household Surface Cleaners: Incl Impact of COVID-19 - US

“It is rare that household cleaning products have been deemed such a popular topic of conversation. Yet that is one of the outcomes of the COVID-19 health crisis that has maximized time spent at home and generated consumer enthusiasm toward cleaning and home hygiene. Growing safety and financial concerns, and ...