

December 2014

Small Kitchen Appliances - US

“Small kitchen appliances must, first and foremost, make food and beverage preparation faster and easier. However, once this core task is met, a host of other motivations and qualities may drive and shape SKA purchasing. How, where, and why different consumers ultimately select a given SKA is also shaped by ...

The Budget Shopper - US

“Coupons are still an effective way of appealing to budget shoppers. Not only do they provide tangible value, but they can sway consumers to try products or stores they may not have otherwise considered. Retailers should strive to make it easy and even fun for customers to use coupons, tailor ...

November 2014

Household Surface Cleaners - US

“While consumers are as time-pressed as ever, housecleaning remains a priority, a task that can provide a sense of accomplishment or play an important role in protecting a family’s health. Opportunities exist for surface cleaners that help consumers clean their homes efficiently and safely.”

– John Owen, Senior Household ...

Water Filtration - US

“Water filtration market sales are struggling, with further declines expected in the coming years. Companies will need to address the issue of filter replacement, convince consumers that these products are essential, and better engage Asian, Hispanic, and Black consumers to reinvigorate the category.”

– Gabriela Elani, Home & Personal ...

October 2014

Ranges, Ovens, Cooktops and Microwaves - US

“While external economic factors are lifting the category as a whole, manufacturers and retailers can gain competitive advantage by catering to a wide variety of lifestyle needs. For many, especially aging Boomers, healthy, fresh eating is an increasingly compelling concern. Younger adults, on the other hand, may see a new ...

September 2014

Household Cleaning Equipment - US

"While familiar, tried-and-true the cleaning tools form a foundation for the mature household cleaning equipment market, innovation is essential to driving growth or gaining market share. Consumers who do housecleaning are open to new ideas that deliver better results and that make the task itself more satisfying."

Pest Control and Repellents - US

“Pest control sales are expected to grow steadily in the next few years. However, market players can accelerate category growth by increasing consumers’ use of insect repellents, addressing concerns over chemical content, and by encouraging consumers to be more proactive in how they manage pest issues in their homes.” ...

August 2014

Home Laundry Products - US

“While overall sales of home laundry products remain weak, opportunities exist in all segments for brands that tap into the emotional importance that consumers place on getting the job done right.”

– **John Owen, Senior Household Analyst**

Air Care - US

“Though air care products enjoy a relatively high incidence of use, category sales have fluctuated in recent years and were flat during 2013-14. Consumers approach shopping the category with a cost-savings mindset and this has kept growth tempered. Continued integration of added functional benefits as well as new product innovations ...

July 2014

Washers and Dryers - US

“Bolstered by continued modest improvement in the economy and a strengthening housing market, sales of washers and dryers have turned in solid sales performance since the end of the recession, rising to an estimated \$13.1 billion in 2014.”

– **John Owen, Senior Household Analyst**

Cookware - US

“The cookware market has continued to grow modestly due to consumers’ continued need for cookware and bakeware to facilitate meal preparation tasks. Accelerated category growth can be achieved by focusing on the emotional benefits of cooking as well as positioning cookware ownership as a means to enhance one’s skill and ...

Furniture Retailing - US

“Unmotivated by sales messages, afraid of buying online, and reluctant to spend another \$1,000 on furniture before they absolutely have to, furniture retailers face numerous challenges in getting consumers back into stores before their current furniture is worn out. Retailers must find new ways to motivate consumers to visit ...

June 2014

Cleaning the House - US

“Housecleaners may be looking to simplify their approach to housecleaning, but a clean and healthy home is still an important goal. Brands can uncover new opportunities for growth by helping housecleaners clean effectively in every room of the house and encouraging more family members to get involved.”

– **John ...**

Pet Supplies - US

“Pet supply sales are expected to grow steadily in the coming years. To boost sales and stave off competition from private label and nontraditional marketers, companies must combat concerns regarding product safety, improve pet owner engagement, harness the power of the Millennial mom, and develop lifestyle products that resonate with ...

May 2014

Dishwashing Products - US

“The dishwashing products category has turned in better sales performance than most other household product categories over the past five years. Still there are opportunities to accelerate sales further by placing greater emphasis on the versatility of dishwashing liquids and the long-term value of dish care.”

- John Owen, Senior ...

April 2014

Residential Flooring - US

“Increasingly, purchasing new flooring is about more than just replacing old carpeting or worn-out wood. Flooring shoppers take an ever-wider array of lifestyle-oriented factors and benefits into consideration. Flooring manufacturers and retailers may benefit from marketing and merchandising that organizes the options by desired benefits rather than by material.”

Shopping for Home Decor - US

“Most consumers buy home décor to update the look and feel of their homes and many also buy home décor simply to treat themselves. As consumers are so inclined to buy for themselves/their homes more often, retailers should focus on encouraging more impulse buys in this category. Showcasing new ...

March 2014

Refrigerators, Freezers, and Dishwashers - US

“While an improving economy and housing market is driving sales for the market as a whole, other factors give individual brands and retailers opportunities to gain competitive advantage. Superior owner protection is one such area. Another is finding a way to appeal to a new generation of appliance shoppers who ...

Grilling and Barbecuing - US

“The grilling category is unique in that, for many adults, it is strongly associated with positive memories and emotions of cookouts past. Those who purchase a grill are not just buying an appliance upon which they can prepare food; they are buying it for the experiences they can have through ...

February 2014

Lawn and Garden - US

“Technology is gaining importance in the lawn and garden sector, and it is particularly attractive to urban dwellers. This demographic tends to be made up of home renters, young adults, and the tech-savvy, which are all important targets for the sector. Brands and retailers must overcome consumers’ frustrations in their ...

Household Paper Products - US

“In spite of low overall sales growth and universal household penetration, the household paper market holds opportunities for brands that emphasize quality and performance and that explore ideas that make it easier for consumers to use paper products in a wider array of occasions. At the same time, sustainability is ...

Food Storage - US



Household - USA

“The food storage market is expected to grow slowly into 2018. However, the market does face some challenges. Companies and brands will have to continue exploring new innovation opportunities in order to accelerate market growth and stave off competition from private label, as well as better engage the growing Hispanic ...

January 2014

Household Care Packaging Trends - US

“Innovations in packaging and product form that simplify everyday household chores stand a good chance of capturing the attention of category shoppers. Results, however, are just as important as convenience.”