

December 2017

Household Surface Cleaners - US

"The household surface cleaner market experienced slow growth from 2012-17 and is expected to see sluggish growth through 2022 due to the maturity of the market. While the category encompasses six segments and several sub-segments, most of its market sales comes from only three segments: all-purpose cleaners, bathroom cleaners (toilet ...

Small Kitchen Appliances - US

"The small kitchen appliance market has grown from the year prior. Fluctuating sales within the beverage making appliance segment tempered market growth, though there are opportunities to accelerate the market. Leveraging media channels to showcase the newest models or features could help educate consumers on the increased value and convenience ...

November 2017

Pest Control and Repellents - US

"The pest control products and services market continues to experience steady growth, reaching \$10.6 billion in 2017, a 4% increase from the year prior. Warming weather trends have stimulated pest activity, driving up the need for pest products to help maintain a pest-free home. Accelerating sales growth beyond this ...

October 2017

Consumers and the Economic Outlook: Quarterly Update - US

"The US economy remains strong and stable, maintaining most levels it held last quarter. Consumer outlook is still optimistic and positive, but differences in age and income level reveal different motivations for improving the current state of a consumer's finances. Few predict that their financial situation will change much over ...

Vacuum Cleaners - US

"Vacuum cleaners are a household staple, with most of consumers currently owning one and many planning to make a purchase within the next year. High penetration and long purchase cycles can challenge growth, but innovations that answer the need for convenience can encourage premium spending. In addition, improving maneuverability, enhancing ...

Water Filtration - US

Despite consumer interest in healthy living and concerns about water quality, the water filtration category declined 3% from the year prior, reaching estimated sales of \$785 million in 2017.

September 2017

DIY Home Improvement & Maintenance - US

Pet Supplies - US

"Participation in DIY (do-it-yourself) projects in the past year has been moderate as home improvement retailers engage consumers and more DIYers rely on technology to help them plan a project. The category is still plagued, however, by an overall lack of experience in DIY projects. For this reason, future participation ...

The pet supplies market reached \$11.4 billion in 2017, a 3% increase from the previous year. The pet humanization trend continues to benefit the market as pet owners are equating their pets' needs and interests to their own. This is generating interest in pet supplies and services that follow ...

August 2017

Home Laundry Products - US

"Home laundry products are a mature category in which price competition between leading brands continues to dampen sales growth. Innovations in format and scent are proving important drivers for category growth, as consumers are driven by scent and convenient, all-in-one formulas. Product safety and eco-friendliness remain on the periphery of ...

July 2017

Cleaning the House - US

"Housecleaning is a weekly routine with adults spending an average of nearly four hours a week cleaning. Demand for time-saving solutions makes convenient and robust cleaning products crucial. However, young adults also prioritize sensory attributes, such as scent and visual cues while cleaning. Future housecleaners are likely to pay more ...

Grilling and Barbecuing - US

"The grilling and barbecuing market continues to perform well, parallel to the improving economy as well as adults' growing enthusiasm for grilling. High household penetration challenges the market, yet the category is poised for moderate growth as younger adults embrace grilling as a regular cooking practice that offers social, emotional ...

Consumers and the Economic Outlook: Quarterly Update - US

"As of June 2017, the economy is still improving, wages are slowly rising, and unemployment numbers continue to fall. Consumer sentiment about their financial situation remains healthy, and most consumers don't think their finances will change (or increase) that significantly. Parents overall are somewhat more optimistic about the financial future ...

June 2017

Cookware - US

"Cookware sales have remained slow amid high household penetration, yet steady growth is likely attributed to consumers' generally positive attitudes

toward cooking and baking at home. While adults find health and creative benefits to the process, there is interest in furthering their skills in the kitchen and expanding their inventory ...

May 2017

Dishwashing Products - US

"The dishwashing category is mature, with just a few companies dominating the market. Although leading brands and convenient formats have led sales growth, consumers are price driven in their purchases. Robust cleaning, especially removing food residue and cutting grease, is crucial for entering the category, but consumers also view natural ...

April 2017

Consumers and the Economic Outlook: Quarterly Update - US

"With a new administration, a growing economy, and a relatively healthy jobs market, this Report addresses how consumers are feeling about their current financial situation. Through a series of questions that will be asked throughout 2017, Mintel has aggregated consumer opinion on their current finances, how they hope to improve ...

Mattresses - US

"The mattress category has undergone significant change in recent years due to new product segmentation, changing consumer needs, and e-commerce sales. Mattress purchasers are primarily quality driven, especially as sleep becomes a health priority. Brick-and-mortar retailers benefit from the preference among shoppers to try out a mattress before buying; however ...

March 2017

Residential Flooring - US

"A healthy housing market combined with innovation in the category is supporting continued sales growth in the flooring market. Although wall-to-wall carpeting still maintains dominance in reported coverage, shifting consumer attitudes and competitive prices are driving recent purchase of hard-surface flooring at a faster pace. Flooring that looks good and ...

Air Care - US

"The air care market experienced a slight sales decline in 2016, reflective of flat market penetration, increasing competition, and a functional approach to the category. However, interest in air purifying and aromatherapy benefits may encourage increased consumer spend. Adults may also be drawn to retailers with enhanced shopping experiences, including ...

February 2017

Food Storage and Trash Bags - US

"Food storage and trash bag products experienced flat sales in 2016, benefiting from consumers' reliance on

Major Household Appliances - US

"Innovation in the category and a healthy housing market has led to continued sales momentum in major



Household - USA

food storage products and trash bags for household food prep and food disposal needs. However, due to the highly functional nature of the category, brands are challenged with boosting incremental sales. Going forward, promoting ...

household appliances. Mid-range brands have the highest current ownership among respondents, while higher-end brands have elevated ownership among young adults and higher earners. Replacement is the leading driver for appliance purchases, but appliances ...

January 2017

Smart Homes - US

"Smart home product sales continue to represent a small slice of expenditures on the home despite sales growth leaving room for further expansion. This Report explores how consumers view smart home hardware and home security services, providing perspective on the obstacles to growth that are preventing wider adoption."

- **Billy Hulkower** ...

Household Care Packaging Trends - US

"Packaging and design continue to become more important in mature and highly functional household care product categories. Packaging serves as a way to stand out among competitors as well as communicate product value and information. Packaging is also a key component in shaping a consumer's shopping and user experience, which ...