

March 2015

Shopping for Major Appliances - US

"The major appliance market has rebounded in recent years, driven by improvement in the overall economy and in the real estate and home renovation markets. Low prices remain an essential part of the major appliance shopping process, but a variety of other factors come into play as well and provide ...

Grilling and Barbecuing - US

"Grill companies need to put the 'fun' in functional. Most consumers see grills as cooking tools akin to kitchen appliances, but they do not always think grills are worth the cost. Companies that want to counteract this negative perception, increase brand loyalty, and increase sales must position grills as useful ...

Air Care - US

"To help encourage growth, market players must combat cannibalization within the category by promoting complementing suites of products for greater efficacy, focus on improving the multifunctional capabilities of air care products."

February 2015

Household Paper Products - US

"While a budget-conscious mindset among household paper product purchasers has kept sales growth in check, opportunities exist for brands and retailers to offer value in the form of superior quality, added benefits, and new use occasions."

– **John Owen, Senior Household Analyst**

January 2015

Living Room Hardware - US

"Having become acclimated to a touch-based and cloud-oriented experience on tablets and smartphones, consumers are expected to yearn for a similar experience in their living room. The industry is supplying that experience in spades."

– **Billy Hulkower, Senior Technology and Media Analyst**

Food Storage and Trash Bags - US

Household Care Packaging Trends - US

"Household care product packaging can do much more than just hold and dispense the product. Innovative packaging features can become an important part of the usage experience and a way for brands to set themselves apart."



Household - USA

“Food storage and trash bag sales are expected to grow steadily in the next few years. Market players could generate more incremental sales by developing and launching innovative new food storage and trash bag products, putting a stronger emphasis on consumers’ use of food storage products away from the home ...