

### 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 ...

#### Pest Control and Repellents: Incl Impact of COVID-19 - US

“The pest control category has proven itself to be incredibly resilient. Despite mounting financial pressures due to COVID-19 and the subsequent recession, both the at-home and professional services segments are expecting modest growth over the next

several years. That said, in addition to consumers traveling less and lowering the risk ...

### September 2020

#### Outdoor Cooking: Incl Impact of COVID-19 - US

"Prior to the pandemic, the outdoor cooking category benefitted from slow but stable growth, which was expected to continue. However, the COVID-19 pandemic and recession are altering that trajectory. While consumers look to limit their discretionary spending, extended periods of time at home will foster the desire to improve their ...

#### Consumers and the Economic Outlook: Incl Impact of COVID-19 - US

"The unpredictable pace of the spread of COVID-19 is worrying, but consumers have remained optimistic about their finances throughout this pandemic and the subsequent recession. Time will tell how deeply consumer finances will be affected, but right now, consumers are most definitely holding out hope for themselves, while their confidence ...

### August 2020

#### Pet Supplies: Incl Impact of COVID-19 - US

"The pet supplies market found continued steady, conservative growth propelled by rising pet ownership coupled with premium innovation that reflects pet owner desires to provide happiness and health to pets as valued members of the family. The COVID-19 outbreak has further solidified the bond between pet and owner, with some ...

### July 2020

#### The Impact of COVID-19 on Household, Home Care and Personal Care - US

"While the future of the US and global economy remains unclear, we should not expect that the resolution of the COVID-19 pandemic will be a return to 2019 reality. Many players are understandably focused on reacting to short-term challenges and demands presented by the circumstances, such as meeting the consumer ...

#### The Natural Household Consumer: Incl Impact of COVID-19 - US

"Natural household products have been the fastest-growing segment of the household market. Yet the COVID-19 pandemic has given greater importance to mainstream disinfectants while increasing overall consumer engagement with the category. Both mainstream and natural brands have an opportunity to leverage this shift for future growth."

### June 2020

### Residential Flooring: Inc Impact of COVID-19 - US

“The residential flooring market’s historically strong growth is expected to falter as a result of the COVID-19 outbreak and its subsequent recession. Bottlenecks in the supply chain and weakening demand in the face of financial uncertainty will likely cause sales to plummet over the next two to three years ...

### May 2020

#### Lawn and Garden Products: Incl Impact of COVID-19 - US

“These are uncertain times. COVID-19 casts a shadow over a category with slowing sales growth, not to mention the health and safety of consumers. But there is also space for the category to reinvent itself around better health, sustainability and nutrition for humans as well as plants.”

#### Cleaning the House: Incl Impact of COVID-19 - US

“COVID-19 is creating a new paradigm for household care, permanently changing how consumers clean and care for their homes. Short term shifts in priorities are placing greater focus on hygiene, safety and disinfection, along with a renewed reliance on trusted brands. Through the pandemic, consumers will have a new emotional engagement ...

### March 2020

#### Major Household Appliances - US

"The major household appliance market experienced continued steady, conservative growth sustained by positive economic factors, coupled with a consistent stream of appliance innovation. The market is challenged by numerous factors, such as long replacement cycles. However, manufacturers could accelerate growth by appealing to evolving lifestyle-related interests."

### February 2020

#### Household Paper Products - US

"Consumers have hastened their trading down to private label. Store brands have closed the quality gap and a growing percentage of consumers no longer see a functional need for premium-priced name brands and private label has captured record market share.

### January 2020



## Household - USA

### Consumers and the Economic Outlook - US

"The majority of consumers consider their finances to be healthy, and views of the future seem to be positive as well. Consumers are saving for the future, but are still willing to treat themselves."

**- Jennifer White Boehm, Associate Director - Financial Services & Auto**

### Aircare - US

"Aircare had another year of growth as consumers turn to aircare for reasons beyond functional odor control, presenting new growth and engagement opportunities for brands and retailers to boost the sluggish aircare market. Optimal growth will hinge on brands addressing ingredient concerns, which are in part contributing to shrinking inventories ...