

August 2022

Consumers and the Economic Outlook - US

“Consumers are in for a rough time over the course of this year and early 2023. Inflation is at a 40-year peak, with economists not expecting to see it cool down back to the 2% target for the near future. Combined with sharply rising rates and imbalanced supply and demand ...

May 2022

Lawn and Garden Products - US

The lawn and garden category saw dramatic sales throughout the pandemic, posting growth of 14.6% in 2020 and 10.6% in 2021. Consumers turned to their yards and gardens as a means of safe outdoor activity. But increasingly, this work became an important source of solace during an otherwise ...

Major Household Appliances - US

“The pandemic provided the impetus for Americans to use their home differently, which has in turn created new perspective for what is important when purchasing a major household appliance. Buying an appliance is more than a purchase based on a need. Stylish designs, smart functionality, health/wellness, sustainability and efficacy ...

March 2022

Cleaning the House - US

“Cleaning habits have shifted slightly in the past year as virus concerns lessen slightly and consumers return to some old routines and lifestyles, resulting in more time spent outside of the home. This poses a potential challenge for category participation, as health and time were two major assets driving heightened ...

Household Paper Products - US

“Few events have the power to turn the products of a mature, highly-saturated market into a rare commodity, but that’s what COVID-19 did to the household paper market. When the pandemic struck in 2020, the category posted 20.9% growth and added more than \$4 billion in sales for the ...

January 2022

Consumers and the Economic Outlook - US

“Despite yet another COVID-19 variant, the US economy ended 2021 in good shape, with rising consumer confidence and unemployment rates that fell to a pandemic-era low. Alongside the strong economic gains, consumers’ financial situations also continued to improve, with most remaining optimistic about their finances going into 2022. As the ...

Aircare - US

“Following 2020’s accelerated growth brought on by the pandemic, 2021 category sales were tempered yet still in the double-digits, reflecting both the lingering nature of the pandemic’s impact balanced with, for many, a return to some old routines and lifestyles, such as increased time outside of the home. However, the ...



Household - USA

Upcoming Reports

Drinkware - US - 2022

Household TBD - US - 2022

Home Laundry Products - US - 2022

Paint and Wallcoverings - US - 2022

Pet Supplies - US - 2022

Outdoor Cooking - US - 2022

Improving the Home - US - 2022

Air Treatment - US - 2022

Household Surface Cleaners - US - 2022

Water Filtration - US - 2022

The Natural Household Consumer - US - 2022