

December 2019

Mattresses - US

"Mattress sales are growing gradually as innovations in both retailing practices and products continue to drive interest across the market. While sales are limited by the high penetration and long lifespan of products within the category, consumers' desire to pursue high-quality sleep as a form of health management leads them ...

Small Kitchen Appliances - US

"Small kitchen and beverage making appliances have near total market penetration, with 99% of adults owning at least one appliance. While a strong, steady consumer base provides a solid foundation, long purchase cycles challenge the category from experiencing significant sales growth. In 2019, total US retail sales are expected to ...

November 2019

DIY Home Improvement Retailing - US

"The DIY (do-it-yourself) home renovation sector is big business, set to garner \$357 billion in 2019. Growth is predicted through 2024, but the pace of this growth will decelerate this year and next before picking up again. Prospects for continued development look good as Millennials (and some of Generation Z ...

Improving the Home - US

"Americans are investing in their homes, undertaking a range of décor- and lifestyle-related projects that allow them to create a home that reflects their personal style, as opposed to sticking to necessary maintenance. As younger generations engage in discretionary projects to create a home that meets their design and functional ...

October 2019

Household Surface Cleaners - US

"The household surface cleaning category needs an infusion of step-changing innovation to overcome its communized status and drive growth. In the short term, changes enabling more convenient and sustainable online shopping, natural ingredients and even probiotic cleaners that achieve bacterial balance in the home will begin nudging the category in ...

September 2019

Home Laundry Products - US

"In 2019, home laundry products are estimated to increase. While the market enjoys strong penetration – as nearly all consumers purchase laundry products – industry players are challenged to generate meaningful sales growth due to shoppers' habitual approach to the category. Mintel projects continued modest growth of laundry products from ...

Organizing the Home - US

"Perhaps a ramification of overconsumption in America is a new obsession with streamlining and "detoxing" every aspect of life, including the home, creating ample opportunities for the home storage and organization industry. Organizing the home is no longer a seasonal activity and retailers have a unique opportunity to increase participation ...

August 2019

Shopping for Household Care Products - US

"The routine nature of shopping for household care products remains a challenge for category competitors, with cost, convenience and brand still dictating purchases. Yet younger shoppers express a willingness to try new products, particularly those that meet their natural and eco-friendly interests. While the majority of household care purchases still ...

July 2019

Consumers and the Economic Outlook Q3: A Look at Both Sides - US

"A lot of coverage has been given to the growing divide between political views in the US. While there may be cultural and moral differences that cause fundamental shifts in beliefs, some underlying concerns, specifically financial ones, are more similar than different. However, if a consumer's personal belief system aligns ...

June 2019

Cookware - US

"Cookware sales have been slowly declining since 2016, as innovations in small kitchen appliances further hinder sales that are already limited by the high penetration and long life span of products within the category. However, trends in overall personal wellness and the influence of social media have helped generate interest ...

Pet Supplies - US

"The pet supplies market is estimated to reach \$25.2 billion in total 2019 retail sales, an increase of 5.6% from 2018. Pet ownership is on the rise, and pet owners' desire to keep their pets healthy and happy is encouraging some of them to increase spend, contributing to ...

May 2019

Dishwashing Products - US

Grilling and Barbecuing - US

"The mature grill market is challenged by high penetration, long purchase cycles and low intent to purchase. While the flavor, convenience and social aspect of grilling still remain key themes that will capture consumers attention, the power of influencers and social media continues to grow, bringing new engagement opportunities for ...

The Natural Household Consumer - US

"The household consumer's motivation for buying natural products is becoming more complex. Traditional product claims around health, sustainability and social justice still drive natural purchases. However, as natural cleaning formulas become more effective, more affordable and more available; and especially as they are sold by traditionally mainstream companies; we can ...

Smart Homes - US

"Maintaining sales of \$3.1 billion in 2018, the maturity of the dishwashing products market is evident in its unchanging sales since 2013. Strong habitual shopping behavior among category users, with little motivation to change, provides the impetus for a static market. This creates a challenging landscape for newcomers and ...

"The smart home is an all-encompassing term to capture the increasing trend of connected devices in the home. Consumers have more household functions available with the touch of a button or a call to a digital personal assistant. There are numerous options to incorporate smart or connected technology at home ...

Cleaning the House - US

"While Americans are leading busier lives than ever before, they continue to carve out more time for cleaning, reflecting the value they place on maintaining a clean and neat living space and the benefits it provides. Generational shifts and societal changes are altering how consumers are approaching caring for the ...

April 2019

Residential Flooring - US

"A healthy economy and strengthening housing and renovation market have helped the \$26 billion residential flooring market notch steady gains since 2013. Despite the rise of renters, further improvements in the overall economy, coupled with a willingness to invest in the home, will allow consumers to update and upgrade their ...

March 2019

Household Paper Products - US

"While household paper brands have introduced meaningful innovation over the past year, consumers see the category as an opportunity to reduce the cost of living. They increasingly believe that store brands are as good as name brands and that in most cases, premium innovations are not worth the extra cost ...

Food Storage and Trash Bags - US

"Food storage and trash bag usage has near total household penetration, reflecting the functional nature of the category. While a strong, steady consumer base provides a solid foundation, significant growth remains elusive as users exhibit cost-conscious shopping behavior. Marketers must work to emphasize the value of premium features and encourage ...

Major Household Appliances - US

"The major appliance market has maintained steady growth over the past five years, benefitting from a positive economy and housing market, as well as consistent category innovation. Americans are designing their homes to reflect their lifestyle, underscoring the opportunity for manufacturers to accelerate growth and differentiate by catering to an ...



Household - USA

January 2019

Consumers and the Economic Outlook Q1: Defining Financial Success - US

"The US economy continues its slow upward trajectory, even as discussion of tariffs and trade discussions cause the stock market to fluctuate a great deal. US unemployment – already at extremely low levels – decreased further in October of 2018, while labor force participation remained steady. Despite a slight dip ...

Air Care - US

"Air care experiences high penetration, resulting in nearly flat market sales over the last five years. While 31% of consumers report using air care products more often as opposed to less often in the past year, long-established formats saw a decline in usage amid ingredient concerns and cross-category competition. In ...