

June 2018

Smart Homes - US

Smart home hardware can be divided into two categories, those that provide convenience (eg thermostats, pet feeders, smart lighting, cleaning robots) and those that provide security (eg alarm systems, smoke and leak detectors). Both segments carry interest in ownership among the majority of the US population, and both are also ...

Pet Supplies - US

"Americans are spending more on their pets than ever before. Pet parents increasingly look for products that align with their own personal preferences and beliefs, and are willing to spend a bit more to provide their fur babies with safe and healthy products."

- **Rebecca Cullen, Household Care Analyst**

Lawn and Garden Products - US

"The US lawn and garden market grew steadily over the review period. Yet the segment represented by MULO (multi-outlet) sales, which is comprised largely of lawn and weed products, is on the decline. Consumers still buy most lawn and garden products at big box stores like The Home Depot, but ...

Cleaning the House - US

"Most adults get involved in housecleaning on some level due to the functional need to clean. However, changes in household trends, such as the rise in pet ownership and decline of households with children, can impact how consumers clean their home. Although traditional gender roles for housecleaning are shifting, women ...

April 2018

Consumers and the Economic Outlook - US

"The US economy weathered the political tumult of 2017 with surprising vigor, as most major economic indicators fared increasingly better throughout the year. The nation's GDP (gross domestic product) has been on the rise for 17 consecutive quarters, and consumer confidence has been marching forward at record levels, while unemployment ...

Residential Flooring - US

"The residential flooring market has grown thanks to a strong housing market and product innovations in function and design. Challenges are greatest for carpeting, which faces stiff competition from innovative, easy to maintain hard surfaces. While growth opportunities lie with ongoing outreach to younger consumers, parents, and Hispanics, challenges lie ...

January 1970

Cookware - US

The cookware market experienced declining sales from 2016-17 in part due to competitive pressure from the growing small kitchen appliances category, lessening the need for cookware items. High penetration and long purchase cycles also challenge category growth, as market sales rely on new users and trade-ups.