

## 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 ...