



# American Lifestyles: Implications of Being On Display - US - April 2019

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## This report looks at the following areas:

- Total spending growth
- Fastest growth categories
- Slowest growth categories

Macroeconomic factors remained stable over the year, encouraging Americans to spend, particularly in discretionary categories. While dining out and leisure categories may attract consumer dollars as household income grows, competition between retailers and channels is keeping margins slim, and growth in check, for mature categories such as household care and in-home food.

2018 was largely a year of political and economic stability for Americans, but the abundance of data and privacy scandals is an indicator of what will be top of mind in 2019. If the Oxford Dictionary's Word of the Year in 2018 was *toxic*, the remedy for brands in 2019 is *transparency*. The interactive nature of social media is giving brands the opportunity to forge closer connections to consumers, but also leaves companies vulnerable to call-out culture, trolling, and other forms of backlash. Brands need to be ready to fully disclose everything about their products, ethics, and business practices, even if it means owning up to some mistakes along the way.



"Consumers have the option to switch off and disconnect from social media and online chatter by simply putting down their phones. Brands, however, don't have this luxury. With an emphasis on transparency, consumers want to know exactly what they're buying."

– Dana Macke, Associate  
Director – Consumer  
Lifestyles

## Buy this report now

Visit	<a href="https://store.mintel.com">store.mintel.com</a>
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

## Table of Contents

### OVERVIEW

- What you need to know
- Definition

### EXECUTIVE SUMMARY

- America today
- 2019 Consumer Trend Spotlight: On Display
- The people
- The economy
- The markets
- Total spending growth

Figure 1: Total US sales and fanchart forecast with best- and worst-case scenarios, at current prices, 2013–23

- Fastest growth categories
- Slowest growth categories

Figure 2: Expected growth, by category, 2018–23

- The consumer
- Top goals

Figure 3: Top 2019 goals, February 2019

- Top values

Figure 4: Top American values, February 2019

- Self-perceptions

Figure 5: Personal perceptions, February 2019

- What it means

### AMERICA TODAY – THE TREND TO WATCH

- America On Display

Figure 6: Open letter from Clif Bar, March 2019

Figure 7: Bud Light – Special Delivery, February 2019

### AMERICA TODAY – WHAT WILL IMPACT 2019

- The issue of privacy
- The new left
- America's place in the world
- The “you do you” health threat

Figure 8: Number of measles cases reported, 2010–Q1 2019

- Environmental enemies

### AMERICA TODAY – THE PEOPLE

- What you need to know
- Population growth is a sign of the times

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Figure 9: Total US population and annual growth rate, 1900–2018

Figure 10: Global population growth, expected annual rate, 2015–20

- **Growth rate has slowed in recent years, despite strong economy**

Figure 11: Total US population, 2010–18

- **As birth rate slows, population ages**

Figure 12: Median age of the population, 1940–2050

Figure 13: Median age, by select countries, 2016

- **American generations**

Figure 14: Time magazine cover of Parkland Florida students, April 2018

Figure 15: Population distribution, by generation, 2018 and 2023

- **Slow movement toward racial and ethnic diversity**

Figure 16: Population, by race and Hispanic origin, 2013–23

## AMERICA TODAY – THE ECONOMY

- **What you need to know**

- **Consumer spending drives economic growth**

Figure 17: GDP change from previous period and consumption expenditures, Q1 2007–Q4 2018

- **Confidence is strong and stable...**

Figure 18: Consumer Sentiment Index, January 2007–February 2019

- **...even through market volatility**

Figure 19: Daily closing price, S&P 500, March 2014–March 2019

Figure 20: VIX index of expected volatility, March 2014–March 2019

- **Low unemployment lends security**

Figure 21: Unemployment and underemployment, January 2007–February 2019

- **Household incomes slowly improving**

Figure 22: Real median household income in the United States, 2017 CPI-U-RS adjusted dollars, annual, not seasonally adjusted, 1984–2017

Figure 23: Top 1% of income earners' share of income and official US poverty rate, 1968–2017

- **Strong dollar pushes trade deficit higher**

Figure 24: US dollar index, January 1978–February 2019

- **What we're watching**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Figure 25: New seriously delinquent (90 days+) balances, auto loans, 2003-18

## HOW EXTRA MONEY IS SPENT

- **Saving is a top priority...**  
Figure 26: How extra money is spent, February 2019  
Figure 27: How extra money is spent, count of items chosen, February 2019
- **...and saving is a luxury**  
Figure 28: How extra money is spent – Saving for the future, by household income, February 2019
- **Debt can prevent younger groups from getting ahead**  
Figure 29: How extra money is spent – Paying off debt, by age, February 2019
- **Diversifying investors, not just investments**  
Figure 30: How extra money is spent – Saving and investments, by race and Hispanic origin, February 2019

## THE MARKET – WHAT YOU NEED TO KNOW

- **Market moving categories**  
Figure 31: Total US sales and fanchart forecast with best- and worst-case scenarios, at current prices, 2013-23
- **Largest spending categories: Housing, Health, Transportation, and Finance**  
Figure 32: Consumer spending by category (\$billions), 2018
- **Fastest growing categories, next five years**
- **Slowest growing categories, next five years**  
Figure 33: Expected growth, by category, 2018-23

## CATEGORY REVIEW – HEALTHCARE

- **Analyst perspective**
- **Key consumer insights**
- **Market performance**  
Figure 34: Best- and worst-case forecast value sales of healthcare, at current prices, 2013-23
- **What we're watching**
- **Private label continues impressive growth in OTC and VMS categories**
- **Optimizing the "at-home" experience for convenience-seeking consumers**
- **Increasing mental health awareness demands cross-category support**
- **Mintel predicts**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

## CATEGORY REVIEW – TRANSPORTATION

- Analyst perspective
- Key consumer insights
- Market performance

Figure 35: Best- and worst-case forecast value sales of transportation spending, at current prices, 2013–23

- What we're watching
- Demand for Teslas after \$7,500 tax credit expired
- RAV4 takes Toyota's top spot in sales
- Digital personal assistants in the dashboard
- Non-Tesla electric vehicle sales
- Mintel predicts

## CATEGORY REVIEW – TECHNOLOGY AND COMMUNICATIONS

- Analyst perspective
- Key consumer insights
- Market performance
- Trade disputes risk spiking cost of technology for consumers

Figure 36: Best- and worst-case forecast value sales of technology and communications, at current prices, 2013–23

- What we're watching
- 5G rolls out to consumers
- How popular will the first 5G smartphones be?
- 5G technology utilized by businesses
- Tracking technology and software will take marketing and retail to a new level
- Tech companies in senior citizen healthcare
- Mintel predicts

## CATEGORY REVIEW – DINING OUT

- Analyst perspective
- Key consumer insights
- Market performance

Figure 37: Best- and worst-case forecast value sales of dining out, at current prices, 2013–23

- What we're watching
- Segments are blurring
- Casual dining and midscale chains continue to slip
- Dayparts are blurring
- Mintel predicts

## CATEGORY REVIEW – IN-HOME FOOD

- Analyst perspective
- Key consumer insights

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

- **Market performance**
- **Fresh, healthy, and convenient**
- **Renaissance in the freezer case**
- **Snacking trend continues apace**
- **Premiumization drives growth in indulgence categories**  
Figure 38: Best- and worst-case forecast value sales of in-home food, at current prices, 2013-23
- **What we're watching**
- **Healthier options drive frozen side dish growth**
- **Decadence, quality drive ice cream sales**
- **Back to balance: a common sense, nutrient dense diet**
- **Mintel predicts**

#### CATEGORY REVIEW – LEISURE AND ENTERTAINMENT

- **Analyst perspective**
- **Key consumer insights**
- **Market performance**  
Figure 39: Best- and worst-case forecast value sales of leisure and entertainment, at current prices, 2013-23
- **What we're watching**
- **Twitch brings gamers to the streaming market**
- **Amazon drives content creation**
- **Disney spreads its wings**
- **Mintel predicts**

#### CATEGORY REVIEW – HOME AND GARDEN

- **Analyst perspective**
- **Key consumer insights**
- **Market performance**  
Figure 40: Best- and worst-case forecast value sales of home and garden market value, at current prices, 2013-23
- **What we're watching**
- **Customization, innovation elevate appliances**
- **Home décor for every lifestage**  
Figure 41: Wayfair registry targets newly engaged lifestage via Instagram, November 2018, January 2019
- **Secondary benefits could bring new life to the lawn and garden category**
- **Mintel predicts**  
Figure 42: Lowe's, Google partnership for AR and VR tools, March 2017

#### CATEGORY REVIEW – VACATIONS AND TOURISM

- **Analyst perspective**

#### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

#### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

#### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Key consumer insights**
- **Market performance**  
Figure 43: Best- and worst-case forecast value sales of travel and tourism, at current prices, 2013-23
- **What we're watching**
- **Experience is key**  
Figure 44: Carnival Cruise Line mobile ad, August 2018
- **Exclusivity has different meanings for different generations**
- **Airlines are getting creative with revenues**
- **Hotel room tech isn't always a draw**  
Figure 45: Marriott email sent to loyalty members, May 2018
- **Flexible hotel rewards appeal to more travelers**  
Figure 46: Loyalty email from Marriott, February 2019
- **Mintel predicts**

## CATEGORY REVIEW – CLOTHING AND ACCESSORIES

- **Analyst perspective**
- **Key consumer insights**
- **Market performance**  
Figure 47: Best- and worst-case forecast value sales of clothing and accessories, at current prices, 2013-23
- **What we're watching**
- **Amazon and Target leverage own brands to attract shoppers on and offline**  
Figure 48: Amazon email campaign, October 2018  
Figure 49: Target email campaign, December 2018
- **Rent and resale appeal to young shoppers and parents**  
Figure 50: ThredUP mobile advertisement, May 2018  
Figure 51: Ann Taylor email campaign, September 2018
- **Nordstrom makes shopping seamless**  
Figure 52: Nordstrom email campaign, email campaign, December 2018
- **Mintel predicts**

## CATEGORY REVIEW – BEAUTY AND PERSONAL CARE

- **Analyst perspective**
- **Key consumer insights**
- **Market performance**  
Figure 53: Best- and worst-case forecast value sales of beauty and personal care, at current prices, 2013-23
- **What we're watching**
- **Prestige level beauty at mass price points**
- **Face masks are a selfie-worthy staple skincare step**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

- Clean beauty evolves beyond ingredients
- Mintel predicts

#### CATEGORY REVIEW – ALCOHOLIC DRINKS (OUT OF HOME)

- Analyst perspective
- Key consumer insights
- Market performance

Figure 54: Best- and worst-case forecast value sales of alcoholic drinks (out of home), at current prices, 2013–23
- What we're watching
- Alcohol alternatives will expand on-premise
- FMBs take over
- Natural wines capture Millennials' attention
- Mintel predicts

#### CATEGORY REVIEW – ALCOHOLIC DRINKS (IN HOME)

- Analyst perspective
- Key consumer insights
- Market performance

Figure 55: Best- and worst-case forecast value sales of alcoholic drinks (in home), at current prices, 2013–23
- What we're watching
- Ketel One aims at health
- Heineken may find a hero in zero
- Lagunitas takes on cannabis by taking on cannabis
- Diageo utilizes technology to engage/assist the at-home drinker
- Mintel predicts

#### CATEGORY REVIEW – NON-ALCOHOLIC DRINKS

- Analyst perspective
- Key consumer insights
- Market performance

Figure 56: Best- and worst-case forecast value sales non-alcoholic drinks at current prices, 2013–23
- What we're watching
- Bubbling sales of sparkling water
- RTDs need to keep innovating
- Mintel predicts

#### CATEGORY REVIEW – HOUSEHOLD CARE

- Analyst perspective
- Key consumer insights
- Market performance

#### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

#### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

#### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



Figure 57: Best- and worst-case forecast value sales for household care at current prices, 2013-23

- **What we're watching**
- **Mintel predicts**

## THE CONSUMER – WHAT YOU NEED TO KNOW

- **Top goals are financial and physical health**
- **Focus on fundamentals**
- **Leading with values**
- **Enduring political engagement**
- **Putting brands to work**
- **The company/consumer collaborations**

## TOP 2019 GOALS

- **Physical and financial health on the minds of Americans**  
Figure 58: Top 2019 goals, February 2019
- **Young adults put mind over matter**  
Figure 59: Top 2019 goals – Improving mental and physical health, by age, February 2019
- **Personal relationships remain important over time**  
Figure 60: Top 2019 goals – Improving finances, relationships or career, by age, February 2019

## ACHIEVING PERSONAL GOALS

- **Putting aside money to get ahead**  
Figure 61: Top 2019 goals – Improving finances, February 2019
- **Tackling the basics to improve physical health**  
Figure 62: Top 2019 goals – Improving physical health, February 2019
- **Squashing stress is the key to mental health**  
Figure 63: Top 2019 goals – Improving mental health, February 2019
- **Make new friends, but keep the old**  
Figure 64: Top 2019 goals – Improving personal relationships, February 2019
- **Seeing is believing**  
Figure 65: Top 2019 goals – Trying new things, February 2019
- **Making an impact is more about doing than donating**  
Figure 66: Top 2019 goals – Making a positive impact, February 2019
- **Climbing the corporate ladder**  
Figure 67: Top 2019 goals – Advancing career/job, February 2019

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

## AMERICAN VALUES

- **American integrity**  
Figure 68: Top American values, February 2019
- **Empathy is front and center**  
Figure 69: Top American values – Write-in responses, February 2019
- **Generations see values through a different lens**  
Figure 70: Top American values, by generation, February 2019
- **Growing a thicker skin**  
Figure 71: Dealing with politics, February 2019
- **White men the least sensitive to political topics**  
Figure 72: Dealing with politics, by gender, age, and race, February 2019
- **Muddling through the political conversation**  
Figure 73: Dealing with politics – Being angry but positive, February 2019

## SELF-PERCEPTIONS

- **Americans may feel powerless to make changes**  
Figure 74: Personal perceptions, February 2019
- **Rising value of intellectualism**  
Figure 75: Personal perceptions – Select items, by generation, February 2019
- **Balancing strong beliefs and an open mind**  
Figure 76: Personal perceptions – An open mind and a strong moral compass, February 2019
- **Progress vs tradition**  
Figure 77: Personal perceptions – Progressive ideas and traditional values, February 2019

## RECOMMENDATIONS AND FEEDBACK

- **Give and take between consumers and companies**  
Figure 78: Companies and product reviews, February 2019
- **Phone interactions can still be more effective than text**  
Figure 79: Companies and product reviews, February 2019
- **Young adults lean toward text for personal and professional communication**  
Figure 80: Preference for texting or calling, by age, February 2019

## APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
- Sales data
- Fan chart forecast

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

- **Consumer survey data**
- **Consumer qualitative research**
- **Direct marketing creative**
- **Abbreviations and terms**
- **Abbreviations**
- **Terms**

## APPENDIX – THE MARKET

Figure 81: Total US retail sales and forecast of total market, at current prices, 2013–23

Figure 82: Total US retail sales and forecast of total market, at inflation-adjusted prices, 2013–23

Figure 83: Total US retail sales and forecast of housing, at current prices, 2013–23

Figure 84: Total US retail sales and forecast of housing, at inflation-adjusted prices, 2013–23

Figure 85: Best- and worst-case forecast value sales of housing, at current prices, 2013–23

Figure 86: Total US retail sales and forecast of health and vision, at current prices, 2013–23

Figure 87: Total US retail sales and forecast of health and vision, at inflation-adjusted prices, 2013–23

Figure 88: Total US retail sales and forecast of transport, at current prices, 2013–23

Figure 89: Total US retail sales and forecast of transport, at inflation-adjusted prices, 2013–23

Figure 90: Total US retail sales and forecast of personal finance, at current prices, 2013–23

Figure 91: Total US retail sales and forecast of personal finance, at inflation-adjusted prices, 2013–23

Figure 92: Best- and worst-case forecast value sales of personal finance, at current prices, 2013–23

Figure 93: Total US retail sales and forecast of technology and communications, at current prices, 2013–23

Figure 94: Total US retail sales and forecast of technology and communications, at inflation-adjusted prices, 2013–23

Figure 95: Total US revenues and forecast for dining out, at current prices, 2013–23

Figure 96: Total US revenues and forecast for dining out, at inflation-adjusted prices, 2013–23

Figure 97: Total US retail sales and forecast of in-home food, at current prices, 2013–23

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 98: Total US retail sales and forecast of in-home food, at inflation-adjusted prices, 2013-23

Figure 99: Total US retail sales and forecast of leisure and entertainment, at current prices, 2013-23

Figure 100: Total US retail sales and forecast of leisure and entertainment, at inflation-adjusted prices, 2013-23

Figure 101: Total US retail sales and forecast of home and garden, at current prices, 2013-23

Figure 102: Total US retail sales and forecast of home and garden, at inflation-adjusted prices, 2013-23

Figure 103: Total US retail sales and forecast of tourism, at current prices, 2013-23

Figure 104: Total US retail sales and forecast of tourism, at inflation-adjusted prices, 2013-23

Figure 105: Total US retail sales and forecast of clothing and accessories, at current prices, 2013-23

Figure 106: Total US retail sales and forecast of clothing and accessories, at inflation-adjusted prices, 2013-23

Figure 107: Total US retail sales and forecast of beauty and personal care, at current prices, 2013-23

Figure 108: Total US retail sales and forecast of beauty and personal care, at inflation-adjusted prices, 2013-23

Figure 109: Total US retail sales and forecast of alcoholic drinks (in home), at current prices, 2013-23

Figure 110: Total US retail sales and forecast of alcoholic drinks (in home), at inflation-adjusted prices, 2013-23

Figure 111: Total US retail sales and forecast of non-alcoholic drinks, at current prices, 2013-23

Figure 112: Total US retail sales and forecast of non-alcoholic drinks, at inflation-adjusted prices, 2013-23

Figure 113: Total US retail sales and forecast of alcoholic drinks (out of home), at current prices, 2013-23

Figure 114: Total US retail sales and forecast of alcoholic drinks (out of home), at inflation-adjusted prices, 2013-23

Figure 115: Total US retail sales and forecast of household care, at current prices, 2013-23

Figure 116: Total US retail sales and forecast of household care, at inflation-adjusted prices, 2013-23

Figure 117: Total US retail sales and forecast of miscellaneous expenditure, at current prices, 2013-23

Figure 118: Total US retail sales and forecast of miscellaneous expenditure, at inflation-adjusted prices, 2013-23

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



APPENDIX – THE CONSUMER

Figure 119: Where extra money is spent, top combinations analysis, February 2019

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



## About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.