

June 2017

Cookware - US

"Cookware sales have remained slow amid high household penetration, yet steady growth is likely attributed to consumers' generally positive attitudes toward cooking and baking at home. While adults find health and creative benefits to the process, there is interest in furthering their skills in the kitchen and expanding their inventory ...

May 2017

Dishwashing Products - US

"The dishwashing category is mature, with just a few companies dominating the market. Although leading brands and convenient formats have led sales growth, consumers are price driven in their purchases. Robust cleaning, especially removing food residue and cutting grease, is crucial for entering the category, but consumers also view natural ...

April 2017

Consumers and the Economic Outlook: Quarterly Update - US

"With a new administration, a growing economy, and a relatively healthy jobs market, this Report addresses how consumers are feeling about their current financial situation. Through a series of questions that will be asked throughout 2017, Mintel has aggregated consumer opinion on their current finances, how they hope to improve ...

Mattresses - US

"The mattress category has undergone significant change in recent years due to new product segmentation, changing consumer needs, and e-commerce sales. Mattress purchasers are primarily quality driven, especially as sleep becomes a health priority. Brick-and-mortar retailers benefit from the preference among shoppers to try out a mattress before buying; however ...