

May 2022

Major Household Appliances - US

“The pandemic provided the impetus for Americans to use their home differently, which has in turn created new perspective for what is important when purchasing a major household appliance. Buying an appliance is more than a purchase based on a need. Stylish designs, smart functionality, health/wellness, sustainability and efficacy ...

March 2022

Cleaning the House - US

“Cleaning habits have shifted slightly in the past year as virus concerns lessen slightly and consumers return to some old routines and lifestyles, resulting in more time spent outside of the home. This poses a potential challenge for category participation, as health and time were two major assets driving heightened ...

Household Paper Products - US

“Few events have the power to turn the products of a mature, highly-saturated market into a rare commodity, but that’s what COVID-19 did to the household paper market. When the pandemic struck in 2020, the category posted 20.9% growth and added more than \$4 billion in sales for the ...

January 2022

Consumers and the Economic Outlook - US

“Despite yet another COVID-19 variant, the US economy ended 2021 in good shape, with rising consumer confidence and unemployment rates that fell to a pandemic-era low. Alongside the strong economic gains, consumers’ financial situations also continued to improve, with most remaining optimistic about their finances going into 2022. As the ...

Aircare - US

“Following 2020’s accelerated growth brought on by the pandemic, 2021 category sales were tempered yet still in the double-digits, reflecting both the lingering nature of the pandemic’s impact balanced with, for many, a return to some old routines and lifestyles, such as increased time outside of the home. However, the ...