

March 2017

Residential Flooring - US

"A healthy housing market combined with innovation in the category is supporting continued sales growth in the flooring market. Although wall-to-wall carpeting still maintains dominance in reported coverage, shifting consumer attitudes and competitive prices are driving recent purchase of hard-surface flooring at a faster pace. Flooring that looks good and ...

Air Care - US

"The air care market experienced a slight sales decline in 2016, reflective of flat market penetration, increasing competition, and a functional approach to the category. However, interest in air purifying and aromatherapy benefits may encourage increased consumer spend. Adults may also be drawn to retailers with enhanced shopping experiences, including ...

February 2017

Food Storage and Trash Bags - US

"Food storage and trash bag products experienced flat sales in 2016, benefiting from consumers' reliance on food storage products and trash bags for household food prep and food disposal needs. However, due to the highly functional nature of the category, brands are challenged with boosting incremental sales. Going forward, promoting ...

Major Household Appliances - US

"Innovation in the category and a healthy housing market has led to continued sales momentum in major household appliances. Mid-range brands have the highest current ownership among respondents, while higher-end brands have elevated ownership among young adults and higher earners. Replacement is the leading driver for appliance purchases, but appliances ...

January 2017

Smart Homes - US

"Smart home product sales continue to represent a small slice of expenditures on the home despite sales growth leaving room for further expansion. This Report explores how consumers view smart home hardware and home security services, providing perspective on the obstacles to growth that are preventing wider adoption."

- Billy Hulkower ...

Household Care Packaging Trends - US

"Packaging and design continue to become more important in mature and highly functional household care product categories. Packaging serves as a way to stand out among competitors as well as communicate product value and information. Packaging is also a key component in shaping a consumer's shopping and user experience, which ...