December 2021

Small Kitchen Appliances - US

"The COVID-19 pandemic afforded small kitchen appliance brands across the board an unparalleled opportunity to prove their worth as consumers' time at home led to increased cooking and willingness to invest in their spaces. Yet these levels of elevated engagement are not permanent, especially amid cooking fatigue and as consumers ...

Dishwashing Products - US

"Economic uncertainty and inflation are now top of mind concerns. In order to sustain the category's pandemic-fueled growth, marketers and retailers need to work together to keep shoppers focused on product benefits rather than discounts and price comparisons. Brands can be successful by highlighting performance underscored by safety, accelerating health ...

Food Storage and Trash Bags - US

"During the pandemic, increased at-home cooking and living has driven demand for storage containers, wraps and trash bags. The category benefits from near universal penetration as consumers seek practical, functional, high-value products to support cooking, food preparation, trash disposal and home organization. Opportunity and innovation lie, however, in engaging younger ...

November 2021

Improving the Home - US

"The pandemic economy has produced distinct winners and losers. The home renovation industry is decidedly in the winner column. While many professional projects came to a halt when COVID-19 hit, DIY projects surged. The flexibility of remote work, combined with the fact that people now require their homes to function ...

October 2021

Household Cleaning Equipment - US

"Elevated cleaning frequency during the pandemic naturally benefitted the market, which reached an estimated $5.6 billion in 2021. The future of the cleaning equipment space will be shaped by innovations around convenience: whether that be saving time or simplifying sustainability."

Cookware - US

"There has been a substantial increase in the frequency of cooking and baking due to the pandemic. Suppliers and retailers can capitalize on this shift by encouraging consumers to continue to cook, showcasing the healthfulness and pleasures of at-home cooking and baking. Looking forward, suppliers will need to engage consumers ...

Household Surface Cleaners - US

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"We clean surfaces more often than anything else in our homes. Household surfaces are a primary destination for dirt and germs that can make us sick. For this reason, they are the focal point of consumers' pandemic-era cleaning routine. This frequent cleaning made surface cleaners, and especially disinfectants, among the ...

August 2021

Home Laundry Products - US

"Home laundry products enjoy nearly universal penetration, with almost all consumers using at least some products in this diverse category. While this provides a strong foundation, ingredient concerns can impact product usage and drive some to abandon certain products and segments altogether. Category players will need to continue to innovate ...

Shopping for Household Care Products - US

"Pandemic-driven shopping behaviors caused havoc for retailers, brands and society at large. This led to shortages of household essentials that lasted for months. As household products gained importance amid the need to protect against the virus, the need to compensate for these shortages forced consumers to cast a wider net ...

July 2021

Outdoor Cooking - US

"2020 was a good year for the outdoor cooking market. COVID-19 drove consumers back to their homes, which led them to prioritize their surroundings and invest in their outdoor spaces. What's more, outdoor cooking became a source of escape and relaxation, as well as provided consumers an opportunity to shake ...

Consumers and the Economic Outlook - US

"The current economic climate of the US has the country primed for further growth over the course of the next few years. The nation is reopening, vaccination rates are increasing, and consumer sentiments are exceedingly positive. With unemployment rates continuing to improve and the economy rapidly growing, many consumers have ...

Natural Household Consumer - US

"As the COVID-19 pandemic significantly impacted people's lives and livelihoods, many took stock of what's truly important in life. For some, the environment stood out as a cause worthy of renewed focus, and that will usher in a new era of green consumerism. But the effect of the pandemic was ...

Pet Supplies - US

"Despite pet supplies largely being nonessential, the category continues to turn in strong growth throughout the combined pandemic and subsequent recession. Some pet owners express willingness to trade down to save money, something that may be easier thanks to the proliferation of premium brands and private label across price points ...

May 2021

Smart Homes - US

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"COVID-19 drove consumers back into their homes, which led them to prioritize their surroundings. As a result, spending on the home increased dramatically over the last year, which has benefited the smart home category. Device adoption and new digital behaviors established during 2020 should drive further consumer participation in the ...

April 2021

Cleaning the House - US

"In the age of COVID-19, consumers are cleaning more frequently and more thoroughly. That, in a nutshell, describes both the current state of cleaning the house and the potential that lies ahead. Consumers are now more engaged in the category, and engaged consumers are more receptive to innovation and willing ...

Tableware - US

"COVID-19 and the subsequent economic downturn created some challenges and changes in the tableware industry. Early store closures and restrictions put a limit on in-store shopping occasions and financial concerns incited caution for discretionary spending. At the same time, extended periods at home strengthened desire to improve spaces and invest ...

March 2021

Major Household Appliances - US

"The pandemic has led to an explosion of new home behaviors, including how consumers view, use and shop for major household appliances. A culmination of factors in 2020 led to heavier appliance usage for the year, yet these levels won't be sustained as consumers start to spend more time outside ...

Consumers and the Economic Outlook - US

"Despite COVID-19 putting a dent in consumers' finances and morale, many still remain hopeful on their financial situation going forward. A recovering US economy, rallied by the availability of a vaccine, has instilled optimism in many consumers during tumultuous times. In spite of that, how well this recovery can be ...

February 2021

Patio & Backyard Living - US

"2020 was a good year for the outdoor furniture market. The pandemic caused consumers to stay home, and most gained a newfound appreciation for their outdoor spaces. The uncertainty of the pandemic means 2021 will be a similar year with Americans relying on their yards, decks, balconies and patios for ...

January 2021

Aircare - US

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"The pandemic has led to an explosion of new home behaviors, including how consumers view, use and shop for aircare. While it remains to be seen which new behaviors will stick and become a ritual and which will fade as we emerge from this health crisis and recession, brands have ...

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