

December 2017

Household Surface Cleaners - US

"The household surface cleaner market experienced slow growth from 2012-17 and is expected to see sluggish growth through 2022 due to the maturity of the market. While the category encompasses six segments and several sub-segments, most of its market sales comes from only three segments: all-purpose cleaners, bathroom cleaners (toilet ...

Small Kitchen Appliances - US

"The small kitchen appliance market has grown from the year prior. Fluctuating sales within the beverage making appliance segment tempered market growth, though there are opportunities to accelerate the market. Leveraging media channels to showcase the newest models or features could help educate consumers on the increased value and convenience ...

November 2017

Pest Control and Repellents - US

"The pest control products and services market continues to experience steady growth, reaching \$10.6 billion in 2017, a 4% increase from the year prior. Warming weather trends have stimulated pest activity, driving up the need for pest products to help maintain a pest-free home. Accelerating sales growth beyond this ...

October 2017

Consumers and the Economic Outlook: Quarterly Update - US

"The US economy remains strong and stable, maintaining most levels it held last quarter. Consumer outlook is still optimistic and positive, but differences in age and income level reveal different motivations for improving the current state of a consumer's finances. Few predict that their financial situation will change much over ...

Vacuum Cleaners - US

"Vacuum cleaners are a household staple, with most of consumers currently owning one and many planning to make a purchase within the next year. High penetration and long purchase cycles can challenge growth, but innovations that answer the need for convenience can encourage premium spending. In addition, improving maneuverability, enhancing ...

Water Filtration - US

Despite consumer interest in healthy living and concerns about water quality, the water filtration category declined 3% from the year prior, reaching estimated sales of \$785 million in 2017.