

March 2012

Pet Food - US

In spite of the recession and subsequently slow recovery, consumers continue to dote on their pets, making this category—if not quite bomb-proof—at least able to withstand the shellacking suffered by many other categories. The pet food market experienced sales of more than \$18 billion in 2011, and is projected to ...

Residential Flooring - US

With the economy strengthening and the potential for significant pent-up demand in the home renovation market, the flooring market may at last be emerging from five years of declining sales. At this key juncture, this report offers a comprehensive evaluation of the state of the market, examining underlying drivers, segment ...

February 2012

Household Paper Products - US

The household paper products market slumped during the recession, and subsequent down economy, as consumers did without non-essentials like paper napkins, and focused on buying inexpensive store brands. However, in the last year the market has seen an uptick, which may mean consumers are slowly showing renewed interest in buying ...

January 2012

Bed and Bath Linens - US

After experiencing sharp declines in the depths of the recession, the bed and bath linens market has begun to show signs of life. The category stabilized in 2010 and is estimated to have gained ground in 2011. While sales remain far below their pre-recession levels, and consumers remain cautious about ...