

June 2014

Cleaning the House - US

“Housecleaners may be looking to simplify their approach to housecleaning, but a clean and healthy home is still an important goal. Brands can uncover new opportunities for growth by helping housecleaners clean effectively in every room of the house and encouraging more family members to get involved.”

– John ...

Pet Supplies - US

“Pet supply sales are expected to grow steadily in the coming years. To boost sales and stave off competition from private label and nontraditional marketers, companies must combat concerns regarding product safety, improve pet owner engagement, harness the power of the Millennial mom, and develop lifestyle products that resonate with ...

May 2014

Dishwashing Products - US

“The dishwashing products category has turned in better sales performance than most other household product categories over the past five years. Still there are opportunities to accelerate sales further by placing greater emphasis on the versatility of dishwashing liquids and the long-term value of dish care.”

- John Owen, Senior ...

April 2014

Residential Flooring - US

“Increasingly, purchasing new flooring is about more than just replacing old carpeting or worn-out wood. Flooring shoppers take an ever-wider array of lifestyle-oriented factors and benefits into consideration. Flooring manufacturers and retailers may benefit from marketing and merchandising that organizes the options by desired benefits rather than by material.”

Shopping for Home Decor - US

“Most consumers buy home décor to update the look and feel of their homes and many also buy home décor simply to treat themselves. As consumers are so inclined to buy for themselves/their homes more often, retailers should focus on encouraging more impulse buys in this category. Showcasing new ...