

**September 2023****Dishwashing products - Canada**

"The category's essential nature helps to shield it from serious cutbacks due to current economic conditions, though many consumers are altering their dishwashing behaviours in order to save money. Efficacy is prioritized over all else, with consumers generally intrigued, but unwilling to pay more for additional 'nice to have' features ...

**July 2023****Household Surface Cleaners - Canada**

"The increased cost of living has pushed consumers to pay closer attention to the true value of their household surface cleaning products. In addition to price, shoppers are seeking versatility from their products and a promise of strong efficacy to ensure that they are receiving the best bang for their ...

**June 2023****Cleaning the Home - Canada**

"Cleaning habits have become somewhat less intense compared to the height of the pandemic. While eliminating germs continues to be a strong motivator, consumers are also driven by less direct benefits associated with a clean home, like decreased stress and a calm environment. The economic pressures facing households will have ...

**April 2023****Improving the Home - Canada**

"Economic realities are causing consumers to reassess their home improvement plans to determine the best way forward. While many are making concessions, like reducing the scope or delaying a project, the fact remains that home improvements remain an item on to-do lists for the majority of Canadians. In addition to ...

**March 2023**



## Household - Canada

### Air Care - Canada

“As consumers cut back on spending, discretionary categories like air care will be tasked with reminding shoppers what value they bring to the table. Highlighting the added advantages associated with air care beyond straightforward odour control, like ambiance and wellness benefits, will help defend against budget cutbacks. Premium scents and ...