

September 2017

DIY Home Improvement & Maintenance - US

"Participation in DIY (do-it-yourself) projects in the past year has been moderate as home improvement retailers engage consumers and more DIYers rely on technology to help them plan a project. The category is still plagued, however, by an overall lack of experience in DIY projects. For this reason, future participation ...

Pet Supplies - US

The pet supplies market reached \$11.4 billion in 2017, a 3% increase from the previous year. The pet humanization trend continues to benefit the market as pet owners are equating their pets' needs and interests to their own. This is generating interest in pet supplies and services that follow ...

August 2017

Home Laundry Products - US

"Home laundry products are a mature category in which price competition between leading brands continues to dampen sales growth. Innovations in format and scent are proving important drivers for category growth, as consumers are driven by scent and convenient, all-in-one formulas. Product safety and eco-friendliness remain on the periphery of ...

July 2017

Cleaning the House - US

"Housecleaning is a weekly routine with adults spending an average of nearly four hours a week cleaning. Demand for time-saving solutions makes convenient and robust cleaning products crucial. However, young adults also prioritize sensory attributes, such as scent and visual cues while cleaning. Future housecleaners are likely to pay more ...

Grilling and Barbecuing - US

"The grilling and barbecuing market continues to perform well, parallel to the improving economy as well as adults' growing enthusiasm for grilling. High household penetration challenges the market, yet the category is poised for moderate growth as younger adults embrace grilling as a regular cooking practice that offers social, emotional ...

Consumers and the Economic Outlook: Quarterly Update - US

"As of June 2017, the economy is still improving, wages are slowly rising, and unemployment numbers continue to fall. Consumer sentiment about their financial situation remains healthy, and most consumers don't think their finances will change (or increase) that significantly. Parents overall are somewhat more optimistic about the financial future ...