

September 2018

Pest Control and Repellents - US

"The pest control market has slowed. While there are heightened concerns about insect-borne diseases, the market is maturing. Consumers are trading down to private label products, while more depend on professional services, which have moderated growth of the consumer product side of the market.

The long-term prospect for the market ...

August 2018

Home Laundry Products - US

"The home laundry products market is estimated to grow. While detergent dominates the market, the wide array of features and innovations offered in the laundry care segment largely contributed to category growth. Offering products that effectively, yet safely, clean all fabric types could be an opportunity for brands to post ...

July 2018

Grilling and Barbecuing - US

"Most adults are grill owners; a substantial 79% of adults currently own a grill and 32% plan to buy a grill in the next year. Flavor is a top motivator to grill, followed by convenience, enjoyment while entertaining, and relaxation. Since 2013, the market has been driven by an improving ...

Consumers and the Economic Outlook - US

"Consumers remain confident in their financial health and anticipate little change in the coming year, resulting in stable patterns of financial opinions and behaviors. Consumers hope to save for the future while also maintaining spending levels that accommodate their current lifestyle. This Report looks at the role credit score plays ...

June 2018

Patio and Backyard Living - US

"Outdoor spaces are perceived as places of relaxation for most adults. Although outdoor décor is influenced by DIY culture and personalization, most consumers seek functionality over style or flair. The market continues to grow as advancements in comfort and durability keep outdoor improvements in the peripheral view of most adults ...