

March 2016

Air Care - US

"After struggling in recent years, the air care market posted stronger gains in 2015 reflected in growth across all segments. Opportunities exist to engage adults by expanding claims beyond scent, focusing on natural or environmentally friendly options as well as health and wellness benefits. A focus on innovative formats may ...

Residential Flooring - US

"Things continue to look up for the residential flooring market, as a solid housing market and growing consumer confidence create conditions for increased spending on home renovations. The market has seen steady growth since 2011, but pent-up demand for home improvements remains and will help to drive growth going forward."

February 2016

Major Household Appliances - US

"Bolstered by improvement in the overall economy, sales of most types of major appliances stabilized after the end of the recession in 2009 and then started to gain ground in 2013 with further improvement in the housing and home renovation markets. Opportunities to help to accelerate sales further exist in ...

Household Paper Products - US

"The mature household paper products market has experienced flat sales in recent years. Still, while consumers continue to take a value-driven approach to shopping for household paper products, they place importance on product quality and are interested in products that allow them to streamline and simplify tasks, as well as ...

January 2016

Household Care Packaging Trends - US

"In highly competitive, mature household care product categories, where sales increases must come at the expense of a competitor, packaging is as important as the product itself as a means of delivering value to consumers. Household care product packaging can do much more than just hold and dispense the product ...