

## June 2013

### Pet Supplies - US

“As digital communications replace traditional human interaction, pets fill a void for physical companionship. As a result, a strong bond develops and provides the impetus for pet owners to seek out the same quality and attributes in products for their pets as they do for themselves. Innovation is adapting to ...

### Pest Control and Repellents - US

“Market players will be able to rely on consumers’ continued usage of pest control products and services to deal with pest problems in their home. However, the market does have some challenges. Consumers are mostly reactive when it comes to pest control activities, they have concern around products’ chemical content ...

### Cleaning the House - US

“Housecleaning is a time-consuming but emotionally satisfying task that consumers view as important not only in making their homes presentable but also in keeping their families healthy. While housecleaners express interest in products that make cleaning faster and more efficient, they are more likely to prioritize cleaning effectiveness.”

## May 2013

### DIY Home Improvement and Maintenance - US

“The in-store experience continues to be important for home improvement DIYers, and retailers should be sure to firmly establish their identity as a destination for expert advice. Of particular importance are workshops, helpful and knowledgeable employees, and a seamlessly integrated online presence. Lack of skill shouldn’t be a deterrent for ...

### Dishwashing Products - US

“Key to keeping the dishwashing products category on a growth track is keeping consumers focused on added benefits and new features rather than price comparisons. A steady stream of new products promising superior performance and a pleasant dishwashing experience will help to keep consumers engaged with the category.”

## April 2013

### Residential Flooring - US

“The pace of home sales and home renovations started to quicken in 2012, giving the residential flooring market a much-needed boost. Now it’s up to flooring manufacturers and retailers to maintain the momentum with marketing programs that emphasize both the practical and emotional benefits of new flooring.”