

September 2015

DIY Home Improvement and Maintenance - US

The DIY home renovation market is on the rise in an improving economy as more consumers engage in discretionary projects to fix up their homes. Prospects for continued growth look good as the emerging generation of new DIYers engages in projects that allow them to add a personal touch to ...

August 2015

Home Laundry Products - US

Sales of home laundry products continued a slow decline in 2015 as consumers took advantage of discounts and promotions and other ways to save money. Still, ample opportunities exist in the \$12.4 billion category for marketers and retailers that offer consumers ways to simplify the laundry process and improve ...

July 2015

Shopping for Household Care Products - US

Long after the official end of the recession, getting the lowest price remains a key objective of household care product shoppers. This interest in savings, along with retailers' and manufacturers' willingness to play into it with discounts and promotions, helps to explain why most major household care categories have experienced ...

Home Linens - US

"Opportunities exist in the home linens category for brands to emphasize product innovations, such as linens that prevent bed bugs or that improve sleep, as well as focusing on quality in order to attract consumers. Brands can also market toward younger consumers aged 18-44, who are in need of a ...