

March 2018

Outdoor Power Equipment - US

"Despite outdoor power equipment being a large and costly purchase, adults are more likely to own equipment than rent. In addition, the time-saving benefits from hiring a professional service may create challenges for the market. Future growth may hinge on consumer interest in sustainability, emphasizing growth potential for eco-friendly power ...

February 2018

Air Care - US

Sales in the air care industry remain nearly flat from 2016-17, contracting 0.3% to reach just more than \$6 billion. While the need to eliminate temporary smells and create a pleasant ambiance drive demand, competition from other industries, disengagement with the category, and a lack of major innovation are ...

Major Household Appliances - US

"The multibillion-dollar major household appliance market reached \$38.2 billion in 2017, and is forecast to keep growing at a steady pace through 2022. While current growth has mainly stemmed from an overall positive economy and housing market, as well as continued category innovation, future growth could be stimulated by ...

January 2018

Consumers and the Economic Outlook - US

"Economic improvement continued at a relatively steady clip as a new presidential administration took office at the beginning of the year. While there have been natural catastrophes and tragedies throughout the US, the economy has generally remained stable and any expert predictions continue to be optimistic."

- Jennifer White Boehm, Associate ...

Air Treatment - US

"Household penetration of air treatment devices has experienced minimal fluctuation over recent years, showing signs of a stable market. There are some non-owners of these products who report interest in owning, however a larger percentage of non-owners are not interested, primarily due to lack of need. Positioning these products as ...

Household Paper Products - US

"The US household paper market has shown only modest growth since 2012, due to limited usage among younger generations of discretionary products, more premium private label offerings, and challenges in differentiation in a highly functional category. Expanding appeal to younger, dynamic consumer groups, including parents and Hispanics, will hinge on ...