

January 2023

Improving the Home - US

"The pandemic increased the importance of home and broadened its function to take the place of the office, school and gym. That in turn drove a wave of home improvement work over the past two years. Yet as the pandemic becomes an endemic, Mintel expects the market to remain robust ...

December 2022

Drinkware - US

"Drinkware benefited from renewed investment in the home and a prolonged period of at-home beverage consumption over the last two years. Consumers are looking to cut costs following rising inflation, challenging brands due to the fact that drinkware is largely a discretionary category. Yet consumers' decrease in foodservice expenditures also ...

Air Treatment - US

"Following the onset of the pandemic, the air treatment market benefited from heightened consumer focus on health and safety and the invisible threats that may lurk in the air. While functionality still drives the category and thus is a cost of entry for category success, air treatment brands can extend ...

November 2022

Pest Control - US

"Inflation is driving sharp increases in pest control product sales but isn't weakening consumers' resolve to rid their home of pests. Performance and safety are more important than ever, fueling ingredient innovation and evolving claim messaging. To remain competitive, brands need to explore how to increase engagement and shift perceptions ...

Home Laundry Products - US

"Home laundry products represent a market in transition. While this is a category that's historically slow-growing and has low consumer involvement, the last few years have witnessed the trial of new formats and ingredients with the potential to change how consumers think about convenience and sustainability. But maybe more important ...

Household Surface Cleaners - US

"Consumers are consistent in their cleaning routine and category engagement, which results in habit-based purchasing – and little movement in household surface cleaner sales from year to year. Brands that can deliver a balance between sustainability and germ management, while creating a more enjoyable cleaning experience, will find the most ...

October 2022

Water Filtration - US

Paint and Wallcoverings - US

“The water filtration market has declined slightly since consumers have returned to out-of-home activities and have cut back on dispensary spending due to inflation. Maximizing value beyond monetary savings will be immensely important for water filtration brands during this inflationary period, and brands can elevate value by highlighting long-term cost ...

“Effective engagement with consumers, especially in an uncertain economic climate, will hinge on capitalizing on shifts in behavior from the pandemic, including their investment in home spaces and use of online channels, social media and influencers. Challenges lie in rising costs, which may demand suppliers emphasize high value and affordability ...

September 2022

The Natural Household Consumer - US

“As the pandemic began to transition to an endemic and the need to immediately kill germs in the home declined, many analysts predicted a broader adoption of natural/eco-friendly cleaners. But due to historic inflation, consumers prioritized their wallets over their eco values and revenue for the country’s largest natural ...

Pet Supplies - US

“As pets continue to be a bigger part of people’s lives, consumers will continue shopping for various pet supplies. This will provide sustained growth to the category despite challenges of inflation and shifts in consumer spending. Moving forward, delivering value, health and wellness will be areas of focus as consumers ...

August 2022

Outdoor Cooking - US

“Outdoor cooking experienced a boom during the pandemic, creating opportunities to capitalize on shifts in behavior by engaging consumers with recipes, demonstrations, celebrity chefs and influencers. Challenges, however, lie in rising costs, which will demand suppliers showcase high value and affordability of both equipment and at-home cooking. Looking forward, opportunities ...

Consumers and the Economic Outlook - US

“Consumers are in for a rough time over the course of this year and early 2023. Inflation is at a 40-year peak, with economists not expecting to see it cool down back to the 2% target for the near future. Combined with sharply rising rates and imbalanced supply and demand ...

May 2022

Lawn and Garden Products - US

The lawn and garden category saw dramatic sales throughout the pandemic, posting growth of 14.6% in 2020 and 10.6% in 2021. Consumers turned to their yards and gardens as a means of safe outdoor activity. But increasingly, this work became an important source of solace during an otherwise ...

Major Household Appliances - US

“The pandemic provided the impetus for Americans to use their home differently, which has in turn created new perspective for what is important when purchasing a major household appliance. Buying an appliance is more than a purchase based on a need. Stylish designs, smart functionality, health/wellness, sustainability and efficacy ...

March 2022

Cleaning the House - US

Household Paper Products - US

Household - USA

“Cleaning habits have shifted slightly in the past year as virus concerns lessen slightly and consumers return to some old routines and lifestyles, resulting in more time spent outside of the home. This poses a potential challenge for category participation, as health and time were two major assets driving heightened ...

“Few events have the power to turn the products of a mature, highly-saturated market into a rare commodity, but that’s what COVID-19 did to the household paper market. When the pandemic struck in 2020, the category posted 20.9% growth and added more than \$4 billion in sales for the ...

January 2022

Consumers and the Economic Outlook - US

“Despite yet another COVID-19 variant, the US economy ended 2021 in good shape, with rising consumer confidence and unemployment rates that fell to a pandemic-era low. Alongside the strong economic gains, consumers’ financial situations also continued to improve, with most remaining optimistic about their finances going into 2022. As the ...

Aircare - US

“Following 2020’s accelerated growth brought on by the pandemic, 2021 category sales were tempered yet still in the double-digits, reflecting both the lingering nature of the pandemic’s impact balanced with, for many, a return to some old routines and lifestyles, such as increased time outside of the home. However, the ...