

December 2018

The Amazon Effect - US

Amazon is the world's second largest retailer behind Walmart, with \$120 billion in US sales in 2017, up 71% in two years' time. This one company accounts for approximately 40% of total US ecommerce sales. Its membership program, Amazon Prime, surpassed the 100 million member mark globally this year, and ...

Small Kitchen Appliances - US

"Bolstered by gains within the small cooking appliance segment, the overall market reached \$6.5 billion in 2018, a 2.2% increase from 2017. High penetration and long purchase cycles challenge the category from experiencing significant sales growth, as market sales rely largely on new users and trade-ups. Multi-tasking small ...

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Paint and Wallcoverings - US

"An improved economy coupled with genuine interest in décor is benefitting the paint and wallcoverings market, which is viewed as a feasible way to refresh and update the look and feel of a room. As the emerging generation of new DIYers engages in wall projects that allow them to add ...

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Household Surface Cleaners - US

"The household surface cleaning market is characterized by slow growth and low innovation, but there is reason for optimism. Brands are beginning to trial new formulas and formats that will enhance convenience, health, safety and the consumer experience. The market needs to adapt to changing consumer lifestyles, where there is ...

Consumers and the Economic Outlook - US

"The economy continues its slow and steady recovery, though economists are hesitant to say that it has officially recovered. While some consumers may be watching economic indicators, many are not, and even those who are may not see the direct effects on their daily lives. Overall, if consumers were already ...

Water Filtration - US

"Despite widespread media coverage of lead and other contaminants found in tap water, the water filtration market experienced a decline of 0.2% from 2017, reaching \$827 million in estimated 2018 retail sales. Market struggles can be attributed to higher ownership of dispensers built into the refrigerator, positive perceptions toward ...

Home Improvement and Maintenance - US

"The home improvement and maintenance market benefits from a healthy economy and genuine interest in improving the home. As more consumers engage in discretionary projects to create a home that looks and feel like their own and works more efficiently, retailers will have a prime opportunity to engage and empower ...