

December 2010

Home Theater Hardware - US

Despite recession-driven cutbacks in spending, the market for home theater hardware has continued to grow, thanks to game-changing technologies that vastly improve the home viewing experience. However, hardware sales face increasing competition from alternative content sources. Furthermore, evolving means of content distribution threaten to make some types of hardware redundant.

Refrigerators, Freezers and Dishwashers - US

The market for refrigerators, freezers and dishwashers has seen inflation-adjusted sales fall 4.2% from 2008-2010 as the collapse of the housing market, low consumer confidence and the stagnant renovation market have driven down demand. In 2010, the government Cash for Appliances program did however boost demand for energy-efficient appliances ...

November 2010

Air Fresheners - US

Sales of air fresheners are on the decline, and Mintel finds that this downward trend is not solely the result of the economic downturn. Air care products outside of the freshener market are becoming increasingly competitive, in addition to widespread negative perceptions among consumers about the product category. This report ...

October 2010

Household Paper Products - US

The \$13.6 million household paper market, including toilet paper, paper towels, tissues, napkins and towelettes, has seen sales drop in 2009 and 2010 as consumers seek to further economize, and dollar sales erode through private label competition in a mature market. This report analyzes these and other trends seen ...

September 2010

Residential Flooring - US

Flooring market sales fell from 2006-10 as the collapse of the housing market and wider recession drove down demand. Consumers have held off on floor replacements, set aside major renovations and traded down to less expensive products. The result is an extremely competitive landscape that nonetheless has the potential for ...

Pet Supplies - US

The US pet supplies market appears to be mostly recession-proof, having steadily gained sales between 2005 and estimated 2010. Yet pet owners nonetheless place the most emphasis on price and private label sales outpaced national brands in some segments in 2010 (for the period to date), such as dog and ...

Pet Food - US

Candles - US

The American Pet Products Association (APPA) estimates that U.S. pet owners spend \$48 billion annually on their companion animals. The largest percentage of this spending can be attributed to pet food. In addition to the large volume of sales, pet food companies are attracted to the category because it ...

As noted in Mintel's *Candles—U.S., August 2009*, sales of candles declined steadily and significantly between 2006 and 2009, as recession gripped the nation and the category faced stiff competition from various air care categories. However, while the market still faces significant challenges, there are some signs of improvement in ...

August 2010

Washers and Dryers - US

The market for washers and dryers saw shipments fall from 2007-09 as the collapse of the housing market and slumping consumer confidence drove demand down. There have however been tentative signs of recovery in 2010 and there is certainly pent-up demand building. This report examines the impact of the downturn ...

July 2010

Household Cleaning: The Market - US

This report examines the mature household cleaners market, which has seen sales slide at FDMx during 2004-09 and has been especially hard-hit by the broader downturn since 2007. It probes overall sales trends for the period 2004-09, including in-depth analysis of trends in five major segments. It projects sales growth ...

Lawn and Garden Products and Services - US

In this report, Mintel takes a look at the almost \$58 billion Lawn and Garden products and services market, which has seen a boom in fortunes over the last several years, as consumers have turned to gardening as a way to economize on produce – and as a relatively inexpensive ...

June 2010

DIY: Home Improvement - US

The prospect of a slow, drawn out economic recovery without robust job growth or a quick rise in home prices doesn't bode well for a rapid rebound in the broader home improvement industry, which has already suffered three consecutive years of decline. But the longer the economy stays out of ...

Household Cleaning Products: The Consumer - US

This report analyzes exclusive, up-to-date consumer research to examine usage, attitudes and purchasing behavior relative to household cleaners including wipes, surface sprays, all-purpose cleaners and a range of more specialized cleaning products. It includes trended data to show how consumer behavior has been evolving, especially in the wake of the ...

May 2010

Food Storage - US

Outdoor Barbecues - US

This report takes a detailed look at the evolving food storage industry, which has grown modestly since 2004. In the most recent year, manufacturers have been faced with potentially game-changing challenges from all directions, ranging from consumer concerns over chemicals in plastics, to an entrenched recession that is affecting consumer ...

The outdoor barbeque market saw shipment values fall for the second consecutive year in 2009. Nevertheless, an increase in at-home cooking and on-going interest in outdoor living have all buffered the market from posting even steeper losses. Grilling enthusiasts; younger, multi-ethnic buyers; families and dads all stand out as consumer ...

April 2010

Paint and Wallcoverings - US

The paint and coatings market has seen shipment values fall for the third consecutive year in 2009. Although paint has outperformed some other DIY segments in the consumer market, in the professional market paint sales have plummeted as new home construction has ground to a virtual standstill. This has been ...

March 2010

Pest Control Products and Services - US

Against the backdrop of the housing slowdown and increased consumer environmental awareness, the pest control services and retail products market has faced its share of challenges during 2007-09. However, the market has proven somewhat resilient to poor macroeconomic conditions. Near-term challenges aside, Mintel finds the long-term prospects for growth sound ...

Baby Durables - US

Consisting of baby furniture, mobility, daytime care and safety/wellness products, Mintel takes a close look at how the baby durables market is performing when challenged by a stagnant child population, economic recession and a new generation of tech-savvy mothers.

Disposable Baby Products - US

This report examines the market for disposable baby products including diapers, training pants, wipes/moist towelettes, as well as cleansing and care products. Using sales data along with Mintel's proprietary GNPD, results from the Experian Simmons NCS/NHCS, and Mintel's exclusive consumer survey, Mintel analyzes the increasingly competitive disposable baby ...

January 2010

Small Kitchen Appliances - US

The small kitchen appliance (SKA) market has shown only modest growth from 2004-09, with sales falling as



Household - USA

the recession has led consumers to cut back on non-essential spending. However, consumer interest in saving money with more at home cooking and fewer coffee-shop visits has buffered the market from steep sales ...