

December 2015

The Budget Shopper - US

"Several years after the recession, the economy is stronger, and people are beginning to work, to buy and to live more freely again. Unfortunately for retailers looking to make a profit, consumers' expectations for fair prices have not waned."

November 2015

Household Surface Cleaners - US

"The mature household surface cleaner market has experienced only modest growth in recent years. Still, while consumers continue to take a budget-conscious approach to shopping for household surface cleaners, they place importance on housecleaning and are as interested as ever in products that allow them to clean more quickly and ...

October 2015

Vacuum Cleaners - US

"There's an opportunity to make traditional vacuums even more versatile and maneuverable. While cleaning power is as important as ever, improving the vacuuming experience may have an even greater impact on the market."

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

Small Kitchen Appliances - US

The small kitchen appliance market has seen solid growth from 2010 to 2015, driven by lifestyle motivations, such as interest in healthier living and at-home cooking, as well as product innovations. Replacement continues to be the top purchase motivator, but interest in new features, such as technology and design, offer ...

Water Filtration - US

From 2010-15, US retail sales of water filtration products have fallen nearly 1%, reaching an estimated \$807 million in 2015. While sales in the water filtration device segment showed modest growth from 2013-15, sales in the water filter segment dropped sharply. The availability of acceptable tap water and the convenience ...

Pest Control and Repellents - US

"Warmer weather trends mean higher pest activity and incidence of pest-borne diseases. While consumer concern about pest-borne disease is relatively low, increased incidence of West Nile Virus, Lyme disease, and other diseases could mean greater concern if warmer weather patterns persist. Family households are most apt to use products and ...

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 ...

June 2015

Cleaning the House - US

"While Americans' lives may be busier than ever, they continue to carve out time for housecleaning, reflecting the importance they place on keeping their homes clean. The amount of average time adults spend cleaning the house in a typical week confirms an ongoing opportunity for household cleaning products that help ...

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 ...

Pet Supplies - US

"Pet supply manufacturers and retailers face a challenging environment. Pet ownership is growing primarily on the basis of population expansion rather than historical rises in ownership penetration. Private label brands are also seeing share growth. However, opportunities remain in the market, surrounding increasing concerns about safety and the increasing perception ...

May 2015

Dishwashing Products - US

"While dishwashing product sales have outpaced those of most other household care product categories in recent years, category growth slowed in 2014, indicating that price competition has grown more intense. Accelerating sales growth beyond this modest pace may require more compelling new product launches in both segments. Dishwashing liquid brands' ...

April 2015

Residential Flooring - US

"An improving economy and a strengthening home renovation market have helped the \$21 billion residential flooring market notch steady gains since 2010. Looking ahead, further improvement in the broader economy should help drive continued growth. While the need to replace old or worn out flooring is the most commonly cited ...

March 2015

Shopping for Major Appliances - US

"The major appliance market has rebounded in recent years, driven by improvement in the overall economy and in the real estate and home renovation markets. Low prices remain an essential part of the major appliance shopping process, but a variety of other factors come into play as well and provide ...

Air Care - US

"To help encourage growth, market players must combat cannibalization within the category by promoting complementing suites of products for greater efficacy, focus on improving the multifunctional capabilities of air care products."

Grilling and Barbecuing - US

"Grill companies need to put the 'fun' in functional. Most consumers see grills as cooking tools akin to kitchen appliances, but they do not always think grills are worth the cost. Companies that want to counteract this negative perception, increase brand loyalty, and increase sales must position grills as useful ...

February 2015

Household Paper Products - US

"While a budget-conscious mindset among household paper product purchasers has kept sales growth in check, opportunities exist for brands and retailers to offer value in the form of superior quality, added benefits, and new use occasions."

– John Owen, Senior Household Analyst

January 2015

Living Room Hardware - US

"Having become acclimated to a touch-based and cloud-oriented experience on tablets and smartphones,

Household Care Packaging Trends - US



Household - USA

consumers are expected to yearn for a similar experience in their living room. The industry is supplying that experience in spades.”

– **Billy Hulkower, Senior Technology and Media Analyst**

“Household care product packaging can do much more than just hold and dispense the product. Innovative packaging features can become an important part of the usage experience and a way for brands to set themselves apart.”

Food Storage and Trash Bags - US

“Food storage and trash bag sales are expected to grow steadily in the next few years. Market players could generate more incremental sales by developing and launching innovative new food storage and trash bag products, putting a stronger emphasis on consumers’ use of food storage products away from the home ...