

## 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 ...

### 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

### Marketing to Moms - US

"Most moms put the needs of others before their own. This presents opportunities for brands to encourage moms to take moments for themselves and practice self-care so they can be at their best for their families. More can be done to encourage dads to take on a greater share of ...

### Vitamins, Minerals and Supplements - US

"The majority of consumers rely on VMS products to strengthen their foundation of health. Yet, elevated usage of VMS products as a result of the COVID-19 pandemic has begun to soften. As the focus on a multidimensional approach to health intensifies, consumers will seek ways to personalize their supplementation routines ...

### 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 ...

### Men's Personal Care - US

"After the men's category experienced a decline in 2020 due to the COVID-19 pandemic, retail sales are expected to see significant growth in 2022, an almost 20% increase since 2020. While some of this can be attributed to a rebalance in the market and the functional nature of the category ...