

September 2011

Pet Supplies - US

The pet supplies market has performed well in the challenging economic climate of the last several years, posting steady yearly gains between 2006 and 2011. Driving these results is most likely the central role that pets play in their owners' lives and the increasingly pervasive view among owners that pets ...

August 2011

Pet Food - US

The increasingly prevalent view among pet owners that dogs, cats and other pets are members of the family has helped to insulate the pet food industry from the full force of the recession and its aftermath. Indeed, pet owners' abiding concern for the health and well-being of their pets is ...

Cookware - US

While sales in many categories declined sharply in 2008 and 2009, cookware, bakeware, and cutlery sales actually remained quite stable during the recession, in part because the downturn drove many to spend more time cooking and entertaining at home. Moreover, a growing number of Americans are expressing an interest in ...

Candles - US

Mintel's report *Candles—U.S., August 2010* noted that candle sales fell between 2008 and 2010 as a result of recessionary pressures, which drove millions of Americans to embrace frugality and take steps to minimize discretionary spending. Nonetheless, since then FDMx sales of some candle brands have defied the downward sales ...

July 2011

Vacuums - US

The \$2.7 billion vacuum market has continued to face challenges as low consumer confidence and a depressed housing market have limited market growth. After a steep drop in sales in 2008, in 2009 and 2010, growth has been positive, but modest. Interest in sanitizing steam mops, bagless uprights and ...

Residential Flooring - US

Even though sales of flooring products fell from \$19.6 billion in 2009 to an estimated \$16.3 billion in 2011, the category is full of new opportunities. This report explores them, along with specific recommendations for capitalizing on the changing landscape of the flooring category. Some of the topics ...