

## September 2013

### Vacuum Cleaners - US

“Offering an improved vacuum cleaning experience – more maneuverable, lighter, quieter – may be as sure a path to increased market share as improved suction power. There are also opportunities to eliminate the experience altogether with robotics and to make vacuuming an essential step in protecting health.”

### Air Fresheners - US

“Air fresheners are widely used in American households and the market is growing and recovering from the recession. However, there are some challenges. Plug-in and battery-operated product sales are struggling, there is growing concern around chemical content that is used in air fresheners, and companies have to look to new ...

## August 2013

### Laundry Detergents and Fabric Softeners - US

This report will help you to uncover opportunities and understand the key issues affecting your market. How? By giving you instant access to analysis and critical recommendations. It will also challenge routine thinking by providing fresh, new perspectives that energizes your thought processes.

### Candles - US

“Candles are widely used and enjoyed in American households. However, this market faces some big challenges. Candle usage frequency needs to increase to reinvigorate sales, private label products present a growing threat to branded products, and some benefits that communicate value to the consumer (i.e., long-lasting) could actually be ...

## July 2013

### Cookware - US

“The most enthusiastic home cooks, who have both strong interest in cooking from scratch and advanced cooking skills, are a core target for the cookware market and are well-served by top cookware brands and specialty retailers. While marketers can’t ignore this hard-core group, category growth may require a more concerted ...