

December 2009

Air Fresheners - US

Like others, the market for air fresheners has seen sales reverse from the growth trend experienced prior to 2008. The economic recession has created a challenge to manufacturers as consumers cut back on spending on non-essentials including air fresheners. Opportunities for growth as the economy climbs out of the recession ...

November 2009

Vacuum Cleaners - US

The \$2.4 billion vacuum market is a mature market that has seen inflation-adjusted sales fall from 2004-2009. While pressure from low cost imports and the shift towards hard-surface flooring have limited growth in the market, these difficulties have been compounded in 2008 by the recession. Surprisingly, however, the market ...

October 2009

Stoves, Ranges and Ovens - US

The market for stoves, ranges and ovens has seen inflation-adjusted sales fall from 2004-09, with the steepest losses posted since 2007. The collapse of the real estate market and the decline in housing starts have deeply affected the appliance market, which relies heavily on appliances installed in new homes and ...

Economizing in the Home: Professional Services - US

The recession beginning in December 2007 ended the longest bull-run in stocks in the history of the United States. In the wake of continued news of economic decline and hardship, consumers tightened their belts in 2008 and 2009, seeking to cut household costs, limit expenditures and maximize savings. Even if ...

September 2009

Cookware - US

Estimated at \$3.0 billion in 2009, the cookware, bakeware and cutlery market has seen sales fall in 2008-2009. Plummeting housing sales and falling consumer confidence have led Americans to cut back on new kitchen products, especially high-end purchases. However, economizing Americans have also been increasing at-home cooking, which counters ...

August 2009

Candles - US

The US candles market has suffered substantial losses since 2006, as it faces an ongoing recession, soaring materials costs, and poor sales during recent holiday seasons. Mintel predicts that sales will continue to suffer in the current economic atmosphere, but that relief should arrive after 2010. Potential for real growth ...

July 2009

Dishwasher and Dishwashing Products - US

Estimated at \$1.1 billion in 2009, the dishwashing products market has seen slow growth in FDMx sales, translating to a 10% fall from 2004-09 when inflation is taken into account.

Economizing in the Home: DIY Retail - US

Mintel's research detailed in this report shows that households across the income spectrum are cutting back on spending in areas ranging from basic repair services to major home renovations. This report focuses in particular on economizing efforts in the area of home improvement, including DIY activity oriented towards saving money ...

June 2009

Home Laundry Products - US

Slow but steady dollar sales growth in the home laundry category came to a halt in 2008, the result of recession-driven economizing and changing attitudes and behaviors in the laundry room. Yet, the slowdown has not affected all segments equally, and as shoppers reconsider brand selection, winners are emerging at ...

May 2009

Smart House - US

This report explores the market for smart home products. To date, many consumers have only dabbled with smart home products. Although they may have

Pet Food and Supplies - US

The pet food and supplies category continues to grow in spite of the recession thanks to a gradual increase in pet dog and cat populations and an ever more pervasive view of pets as members of the family. Premium priced pet foods promising healthy natural ingredients and indulgent dining experiences ...

Surface Cleaners - US

Estimated at \$1.5 billion in 2008, the household surface cleaners market has seen sales fall from 2003-08. This is largely due to broader trends such as more consumers taking a more relaxed approach to cleaning than in the past.

established a wired or wireless home network, utilized Windows Media Server or Apple Airport Express to play music or media over a network on another connected ...

April 2009

Patio Living - US

This report explores current trends in the outdoor furniture market. It focuses on how the collapse of the housing market and the economic downturn has impacted sales and how retailers and suppliers are adapting to challenging market conditions. The report also:

Market Re-forecasts: Household - US

Mintel has undertaken some bold initiatives that provide crucial insight into current market conditions and approaches to a range of markets moving forward. Most dramatically, Mintel conducted an exhaustive re-evaluation of consumer market forecasts of our reports.

March 2009

Bed and Bath Linens - US

The bed and bath linen market is coming down from a multi-year run-up in sales. The outlook is bleak as the housing crisis continues and consumers cut spending on discretionary items. Both suppliers and retailers struggle to stay afloat. In this report, Mintel takes a closer look at the state ...

Baby Durables - US

This report explores the baby durables market—covering the broad scope of products that parents and parents-to-be acquire through purchases, baby showers and gifts from family and friends. The market is highly dependent on the number of births in a given year and the overall population of children under three in ...

DIY in a Down Economy - US

This report examines both the broader home improvement market and the narrowly defined DIY-only market, which excludes services and sales to professions. It focuses on how the home improvement market has been changing with the collapse of the housing market and the broader recessionary environment. Analysis of how retailers and ...

February 2009

Allergies and Allergy Remedies - US

The U.S. OTC allergy remedy market is driven by a range of factors, preeminently the incidence of allergies, which afflict an estimated 50 million sufferers, according to the American Academy of Asthma Allergy & Immunology. The most important internal driver for sales of these products is the Rx-to-OTC switch ...

January 2009

Environmentally-friendly Cleaning Products - US

The environmentally friendly products still represent only a small share of the wider \$5 billion household cleaning product market. However, driven by a range of consumer concerns related to environmental health, allergies and chemicals in their homes, "green" cleaning products became the hot product in 2008.