

December 2012

Household Surface Cleaners - US

“While an economizing mindset sets the tone for much of the category, surface cleaner purchasers are motivated by more than just price. Surface cleaners that facilitate quick and easy cleanups continue to gain in popularity as do products offering fresh approaches to tough cleaning problems. In addition, consumers are placing ...

November 2012

Air Treatment - US

“The size of the air treatment appliance market can fluctuate from year to year based on the weather, the economy, or other external factors. In spite of post-recession gains, however, overall category sales have yet to reach their 2007 level. In order to sustain faster growth, marketers will need to ...

Water Filtration - US

“The water filtration market can expect to see growth in the next few years due to the cost, health, and environmental benefits that consumers associate with this market. However, the market faces strong competition from bottled water and tap water. Water filtration companies should look to how to make their ...

October 2012

Pest Control Products and Services - US

“Pest control companies and brands can expect to see growth in the next few years as this category of products and services is viewed as a necessary expenditure. However, the market is highly saturated and new product innovation is challenging. Pest control products and services may need to consider extending ...

Private Label Trends in Household Cleaning Products - US

“The deepening of the 2007-09 recession helped drive strong increases in private label market share in nearly every household product category and segment. However, while consumers remain as budget conscious as ever in a tepid economic recovery, household product store brands collectively have lost share in 2011 and 2012. Leading ...

September 2012

Home Laundry Products - US

An economizing mindset continues to weigh heavily on the home laundry market, resulting in a 3% sales decline between 2007 and 2012. In spite of the downward sales trend, consumer interest and engagement remains strong in the \$9 billion category. Considerable opportunities exist for brands that offer innovation, improved performance ...

Air Fresheners - US

Air freshener sales have been declining over the last few years as a result of macroeconomic conditions that have caused consumers to cut back on their spending, particularly on products such as air fresheners, which are a more discretionary purchase. However, some air freshener brands and product segments have posted ...

August 2012

Furniture Retailing - US

Total retail sales of furniture reached \$67.5 billion in 2011 and are expected to reach \$68.8 billion in 2012. The furniture market saw sales decline in 2008-10 as a result of the recession yet is expected to rebound in the near future, growing by 22% between 2012 and ...

Household Batteries - US

The household batteries market has declined 10% between 2007 and 2012 as many of the most power hungry mobile devices, such as cameras, music players, and others, have shifted to dedicated or built-in rechargeable power sources. Still, household batteries remain a ubiquitous presence in the home and are widely used ...

Candles - US

Candle sales have been declining over the last few years as a result of macroeconomic conditions that have caused consumers to scrutinize how they spend their dollars and take steps to minimize their spending of discretionary income. However, some candle brands in the FDMx market have posted sales growth during ...

July 2012

Household Cleaning Equipment - US

Difficult economic conditions continue to put pressure on the household cleaning equipment market, which has seen sales decline in four of the last five years. Changing cleaning habits are also evident in marketplace results as cleaning equipment emphasizing convenience and ease continues to gain share. Putting the category back on ...

June 2012

Washers and Dryers - US

The washer and dryer market has experienced a nearly uninterrupted slide since 2007 due primarily to continued weakness in the housing market. While stabilization in real estate will provide badly needed support to sales, marketers looking for more robust growth must convince consumers to trade up to newer, more efficient ...

Pet Supplies - US

While sales in many categories have declined in recent years as a result of the recession, the pet supplies market has remained quite stable. This is partly a function of the deep emotional bonds that many people have formed with their pets as well as strong demand for a broad ...

May 2012

Lawn and Garden Products - US

The market for lawn and garden products is in a state of post-recession recovery, and is forecast to reach \$45.1 billion in the U.S. by 2016—a 20% increase over 2011. Lawn and garden product sales are impacted by a variety of economic and social factors including: the U ...

April 2012

DIY Retailing - US

This report builds on the analysis presented in Mintel's *Home Improvement—U.S., February 2011* and *DIY Home Improvement—U.S., May 2010*. The focus of this report is retail Do-It-Yourself (DIY) and decorating products purchased directly by consumers and installed by them. DIY activities include repairs or additions to the ...

Shopping for Home Décor - US

The home décor market suffered sales declines during the recessionary years, yet has returned to growth in 2010 and 2011. The fortunes of this market are inherently linked to the rebound in the housing market as well as consumers' renewed optimism in the economy. These as well as other factors ...

Dishwashing Products - US

The dishwashing products market grew slowly from 2009-11, as declining unit sales were offset by growing consumer preference for higher-priced dishwasher products such as single-dose pacs and multipurpose products. Changing demographics and an improving economy will present new opportunities and challenges for the market over the next five years.

Outdoor Barbecue - US

The outdoor barbecue market is slowly recovering after the recession, and shipment volume is expected to grow 4% over the next five years to reach 13.9 million unit shipments in the U.S. by 2016. The outdoor barbecue market continues to be impacted by a variety of economic factors—including ...

March 2012

Pet Food - US

In spite of the recession and subsequently slow recovery, consumers continue to dote on their pets, making this category—if not quite bomb-proof—at least able to withstand the shellacking suffered by many other categories. The pet food market experienced sales of more than \$18 billion in 2011, and is projected to ...

Residential Flooring - US

With the economy strengthening and the potential for significant pent-up demand in the home renovation market, the flooring market may at last be emerging from five years of declining sales. At this key juncture, this report offers a comprehensive evaluation of the state of the market, examining underlying drivers, segment ...

February 2012

Household Paper Products - US

The household paper products market slumped during the recession, and subsequent down economy, as consumers did without non-essentials like paper napkins, and focused on buying inexpensive store brands. However, in the last year the market has seen an

uptick, which may mean consumers are slowly showing renewed interest in buying ...

January 2012

Bed and Bath Linens - US

After experiencing sharp declines in the depths of the recession, the bed and bath linens market has begun to show signs of life. The category stabilized in 2010 and is estimated to have gained ground in 2011. While sales remain far below their pre-recession levels, and consumers remain cautious about ...