

## March 2011

### Pest Control Products and Services - US

This report explores the pest control product and service market in the U.S. It provides insight into the external and internal factors affecting sales, consumption, trends and what they mean for future sales, promotional campaigns and industry innovations. Specific questions that are answered in this report include, but are ...

### Patio Living - US

While sales growth slowed to a halt during the recession, the outdoor furniture market held up better than most other sectors of the home furnishings industry, driven in part by increasing interest in “staycations” and the overall appeal of outdoor living. Post-recession sales growth has picked up and is likely ...

### Baby Durables - US

The baby durables market is limited in its capacity for substantial growth as demand is driven by the number of births in a given year. According to the National Center for Health Statistics, the biggest drop in birth rates in nearly 40 years occurred in 2008, and birth rates have ...

## February 2011

### Home Improvement - US

In the context of a still weak housing market and a slow recovery, the \$10.5 billion DIY home improvement market has seen inflation-adjusted sales fall 21.2% since 2005. However, the need for on-going maintenance and repair, consumer interest in resource-saving products and pent-up demand are among the factors ...

## January 2011

### Water Filtration - US

Despite the recession, over the past five years several factors have played an important role in the expansion of the water filtration market. Bad press around bottled water, alarming facts about tap water quality and rising economic and environmental concerns have made many consumers switch to filtered water. In addition ...