

September 2016

DIY Home Improvement and Maintenance - US

Macroeconomic indicators point to a healthy outlook for the DIY (do-it-yourself) market. Most adults have at least some DIY skills and complete home improvement projects on an occasional basis, though a skills gap continues to limit the project scope of many consumers and curbs participation in the category. In order ...

August 2016

Pet Supplies - US

"The pet supplies category continues its steady growth trajectory as Americans continue to spoil their pets, which are viewed as loyal family members rather than owned animals. Looking ahead, the category is expected to grow as the pet population ages, creating opportunities for products designed to address common issues that ...

Home Laundry Products - US

"Home laundry product sales have rebounded as innovation in the category resulted in new product offerings and increased consumer spending on higher-margin products. Key drivers for continued growth will focus on further innovation in the category surrounding compactness and scent, as well as a more personalized shopping experience for consumers ...

July 2016

Grilling and Barbecuing - US

"Grill ownership is strong and positive sales are expected through 2021. Gas format grills are most popular in full-size units, whereas portable units are most popular in charcoal format. Consumer sentiment toward grills differs by generation, in which younger adults enjoy grilling to socialize while older adults grill to cook ...

Patio and Outdoor Living - US

"The patio and outdoor living market continues to steadily gain momentum parallel to the improving economy and housing market. While the majority of Americans have some form of outdoor space, living situation and household income determine what purchases and enhancements can be made. Further growth in the category hinges on ...