

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 ...