

December 2015

The Budget Shopper - US

"Several years after the recession, the economy is stronger, and people are beginning to work, to buy and to live more freely again. Unfortunately for retailers looking to make a profit, consumers' expectations for fair prices have not waned."

November 2015

Household Surface Cleaners - US

"The mature household surface cleaner market has experienced only modest growth in recent years. Still, while consumers continue to take a budget-conscious approach to shopping for household surface cleaners, they place importance on housecleaning and are as interested as ever in products that allow them to clean more quickly and ...

October 2015

Vacuum Cleaners - US

"There's an opportunity to make traditional vacuums even more versatile and maneuverable. While cleaning power is as important as ever, improving the vacuuming experience may have an even greater impact on the market."

Small Kitchen Appliances - US

The small kitchen appliance market has seen solid growth from 2010 to 2015, driven by lifestyle motivations, such as interest in healthier living and at-home cooking, as well as product innovations. Replacement continues to be the top purchase motivator, but interest in new features, such as technology and design, offer ...

Water Filtration - US

From 2010-15, US retail sales of water filtration products have fallen nearly 1%, reaching an estimated \$807 million in 2015. While sales in the water filtration device segment showed modest growth from 2013-15, sales in the water filter segment dropped sharply. The availability of acceptable tap water and the convenience ...

Pest Control and Repellents - US

"Warmer weather trends mean higher pest activity and incidence of pest-borne diseases. While consumer concern about pest-borne disease is relatively low, increased incidence of West Nile Virus, Lyme disease, and other diseases could mean greater concern if warmer weather patterns persist. Family households are most apt to use products and ...