

July 2010

Household Cleaning: The Market - US

This report examines the mature household cleaners market, which has seen sales slide at FDMx during 2004-09 and has been especially hard-hit by the broader downturn since 2007. It probes overall sales trends for the period 2004-09, including in-depth analysis of trends in five major segments. It projects sales growth ...

Lawn and Garden Products and Services - US

In this report, Mintel takes a look at the almost \$58 billion Lawn and Garden products and services market, which has seen a boom in fortunes over the last several years, as consumers have turned to gardening as a way to economize on produce – and as a relatively inexpensive ...

June 2010

DIY: Home Improvement - US

The prospect of a slow, drawn out economic recovery without robust job growth or a quick rise in home prices doesn't bode well for a rapid rebound in the broader home improvement industry, which has already suffered three consecutive years of decline. But the longer the economy stays out of ...

Household Cleaning Products: The Consumer - US

This report analyzes exclusive, up-to-date consumer research to examine usage, attitudes and purchasing behavior relative to household cleaners including wipes, surface sprays, all-purpose cleaners and a range of more specialized cleaning products. It includes trended data to show how consumer behavior has been evolving, especially in the wake of the ...

May 2010

Food Storage - US

This report takes a detailed look at the evolving food storage industry, which has grown modestly since 2004. In the most recent year, manufacturers have been faced with potentially game-changing challenges from all directions, ranging from consumer concerns over chemicals in plastics, to an entrenched recession that is affecting consumer ...

Outdoor Barbecues - US

The outdoor barbeque market saw shipment values fall for the second consecutive year in 2009. Nevertheless, an increase in at-home cooking and on-going interest in outdoor living have all buffered the market from posting even steeper losses. Grilling enthusiasts; younger, multi-ethnic buyers; families and dads all stand out as consumer ...