

March 2014

Refrigerators, Freezers, and Dishwashers - US

“While an improving economy and housing market is driving sales for the market as a whole, other factors give individual brands and retailers opportunities to gain competitive advantage. Superior owner protection is one such area. Another is finding a way to appeal to a new generation of appliance shoppers who ...

Grilling and Barbecuing - US

“The grilling category is unique in that, for many adults, it is strongly associated with positive memories and emotions of cookouts past. Those who purchase a grill are not just buying an appliance upon which they can prepare food; they are buying it for the experiences they can have through ...

February 2014

Lawn and Garden - US

“Technology is gaining importance in the lawn and garden sector, and it is particularly attractive to urban dwellers. This demographic tends to be made up of home renters, young adults, and the tech-savvy, which are all important targets for the sector. Brands and retailers must overcome consumers’ frustrations in their ...

Household Paper Products - US

“In spite of low overall sales growth and universal household penetration, the household paper market holds opportunities for brands that emphasize quality and performance and that explore ideas that make it easier for consumers to use paper products in a wider array of occasions. At the same time, sustainability is ...

Food Storage - US

“The food storage market is expected to grow slowly into 2018. However, the market does face some challenges. Companies and brands will have to continue exploring new innovation opportunities in order to accelerate market growth and stave off competition from private label, as well as better engage the growing Hispanic ...

January 2014

Household Care Packaging Trends - US

“Innovations in packaging and product form that simplify everyday household chores stand a good chance of capturing the attention of category shoppers. Results, however, are just as important as convenience.”