

December 2011

Small Kitchen Appliances - US

The small kitchen appliances (SKAs) market has shown growth despite the economic downturn, likely driven by consumers cooking more at home and paring back on coffee shop purchases. This report probes opportunities for sustained growth as an improved economic outlook may start leading consumers back to restaurants and coffee shops ...

Air Fresheners - US

Sales of air fresheners are on the decline, and Mintel finds that this downward trend is not solely the result of the economic downturn, with air care products outside of the freshener market becoming increasingly competitive, and widespread negative perceptions among consumers about the product category. This report provides marketers ...

November 2011

Baby Boomers Across Seven Categories - US

Companies must have a clear understanding of the Baby Boomer demographic in order to market products and serve their needs better. Mintel has compiled information from multiple Oxygen reports and Mintel Inspire to give you a holistic view of today's Baby Boomer consumer.

October 2011

Home Furniture - US

The effects of the recession and the negative impact on the U.S. housing market caused home furniture sales to decline significantly in 2008 and 2009 (the primary recession years) with many consumers postponing furniture purchases. A rebound was seen in this sector with growth in 2010 and 2011 due ...

September 2011

Pet Supplies - US

The pet supplies market has performed well in the challenging economic climate of the last several years, posting steady yearly gains between 2006 and 2011. Driving these results is most likely the central role that pets play in their owners' lives and the increasingly pervasive view among owners that pets ...

August 2011

Household - USA

Pet Food - US

The increasingly prevalent view among pet owners that dogs, cats and other pets are members of the family has helped to insulate the pet food industry from the full force of the recession and its aftermath. Indeed, pet owners' abiding concern for the health and well-being of their pets is ...

Candles - US

Mintel's report *Candles—U.S., August 2010* noted that candle sales fell between 2008 and 2010 as a result of recessionary pressures, which drove millions of Americans to embrace frugality and take steps to minimize discretionary spending. Nonetheless, since then FDMx sales of some candle brands have defied the downward sales ...

Cookware - US

While sales in many categories declined sharply in 2008 and 2009, cookware, bakeware, and cutlery sales actually remained quite stable during the recession, in part because the downturn drove many to spend more time cooking and entertaining at home. Moreover, a growing number of Americans are expressing an interest in ...

July 2011

Vacuums - US

The \$2.7 billion vacuum market has continued to face challenges as low consumer confidence and a depressed housing market have limited market growth. After a steep drop in sales in 2008, in 2009 and 2010, growth has been positive, but modest. Interest in sanitizing steam mops, bagless uprights and ...

Residential Flooring - US

Even though sales of flooring products fell from \$19.6 billion in 2009 to an estimated \$16.3 billion in 2011, the category is full of new opportunities. This report explores them, along with specific recommendations for capitalizing on the changing landscape of the flooring category. Some of the topics ...

June 2011

Household Cleaning: The Market - US

Four straight years of declining category sales suggest that the household cleaning products market is undergoing something more significant than a temporary recession-driven downturn. More than just trimming expenditures on products, consumers are changing the ways they approach the task of cleaning the house. By taking a close look at ...

Home Laundry Products - US

Registering sales of \$9.1 billion in 2010, the home laundry products market has been in decline since 2005 due to consumers paring back on consumption, seeking discounted products and turning to private label offerings. Because household penetration is 98%, new products and brands tend to cannibalize sales from existing ...

May 2011

Attitudes Toward Energy Savings - US

Household Cleaning: The Consumer - US

With the cost of energy rising and household incomes still stagnant, American consumers have more reasons than ever to reduce their energy consumption. But in today's hyper-connected, always-on culture, consumers are increasingly reliant on energy in nearly every aspect of their lives.

This report builds on the analysis presented in Mintel's report *Household Cleaning Products: The Consumer—U.S., May 2010*, as well as previous editions published in June 2008, June 2006, April 2004 and May 2003.

April 2011

Food Storage - US

The \$2.3 billion FDMx market for food storage products has been challenged by a struggling economy, coupled with a highly saturated market in most food storage segments, minimal innovation of product and packaging, and growing environmental awareness that eschews disposable products. Additionally, non-FDMx channels such as dollar stores have ...

Dishwashing Products - US

The dishwashing products category has largely taken the recession in stride, posting solid annual FDMx sales gains in 2008 through 2010. The positive results were driven in part by a recession-inspired return to home meal preparation, but also by marketers' success at trading consumers up to premium products promising a ...

March 2011

Pest Control Products and Services - US

This report explores the pest control product and service market in the U.S. It provides insight into the external and internal factors affecting sales, consumption, trends and what they mean for future sales, promotional campaigns and industry innovations. Specific questions that are answered in this report include, but are ...

Patio Living - US

While sales growth slowed to a halt during the recession, the outdoor furniture market held up better than most other sectors of the home furnishings industry, driven in part by increasing interest in "staycations" and the overall appeal of outdoor living. Post-recession sales growth has picked up and is likely ...

Baby Durables - US

The baby durables market is limited in its capacity for substantial growth as demand is driven by the number of births in a given year. According to the National Center for Health Statistics, the biggest drop in birth rates in nearly 40 years occurred in 2008, and birth rates have ...

February 2011

Home Improvement - US

In the context of a still weak housing market and a slow recovery, the \$10.5 billion DIY home improvement market has seen inflation-adjusted sales fall 21.2% since 2005. However, the need for on-going maintenance and



Household - USA

repair, consumer interest in resource-saving products and pent-up demand are among the factors ...

January 2011

Water Filtration - US

Despite the recession, over the past five years several factors have played an important role in the expansion of the water filtration market. Bad press around bottled water, alarming facts about tap water quality and rising economic and environmental concerns have made many consumers switch to filtered water. In addition ...