

December 2021

Small Kitchen Appliances - US

“The COVID-19 pandemic afforded small kitchen appliance brands across the board an unparalleled opportunity to prove their worth as consumers’ time at home led to increased cooking and willingness to invest in their spaces. Yet these levels of elevated engagement are not permanent, especially amid cooking fatigue and as consumers ...

Dishwashing Products - US

“Economic uncertainty and inflation are now top of mind concerns. In order to sustain the category’s pandemic-fueled growth, marketers and retailers need to work together to keep shoppers focused on product benefits rather than discounts and price comparisons. Brands can be successful by highlighting performance underscored by safety, accelerating health ...

Food Storage and Trash Bags - US

“During the pandemic, increased at-home cooking and living has driven demand for storage containers, wraps and trash bags. The category benefits from near universal penetration as consumers seek practical, functional, high-value products to support cooking, food preparation, trash disposal and home organization. Opportunity and innovation lie, however, in engaging younger ...

November 2021

Improving the Home - US

“The pandemic economy has produced distinct winners and losers. The home renovation industry is decidedly in the winner column. While many professional projects came to a halt when COVID-19 hit, DIY projects surged. The flexibility of remote work, combined with the fact that people now require their homes to function ...

October 2021

Household Cleaning Equipment - US

“Elevated cleaning frequency during the pandemic naturally benefitted the market, which reached an estimated \$5.6 billion in 2021. The future of the cleaning equipment space will be shaped by innovations around convenience: whether that be saving time or simplifying sustainability.”