

### October 2021

#### Cookware - US

“There has been a substantial increase in the frequency of cooking and baking due to the pandemic. Suppliers and retailers can capitalize on this shift by encouraging consumers to continue to cook, showcasing the healthfulness and pleasures of at-home cooking and baking. Looking forward, suppliers will need to engage consumers ...

#### Household Surface Cleaners - US

“We clean surfaces more often than anything else in our homes. Household surfaces are a primary destination for dirt and germs that can make us sick. For this reason, they are the focal point of consumers’ pandemic-era cleaning routine. This frequent cleaning made surface cleaners, and especially disinfectants, among the ...

### August 2021

#### Home Laundry Products - US

“Home laundry products enjoy nearly universal penetration, with almost all consumers using at least some products in this diverse category. While this provides a strong foundation, ingredient concerns can impact product usage and drive some to abandon certain products and segments altogether. Category players will need to continue to innovate ...

#### Shopping for Household Care Products - US

“Pandemic-driven shopping behaviors caused havoc for retailers, brands and society at large. This led to shortages of household essentials that lasted for months. As household products gained importance amid the need to protect against the virus, the need to compensate for these shortages forced consumers to cast a wider net ...

### July 2021

#### Outdoor Cooking - US

“2020 was a good year for the outdoor cooking market. COVID-19 drove consumers back to their homes, which led them to prioritize their surroundings and invest in their outdoor spaces. What’s more, outdoor cooking became a source of escape and relaxation, as well as provided consumers an opportunity to shake ...

#### Consumers and the Economic Outlook - US

“The current economic climate of the US has the country primed for further growth over the course of the next few years. The nation is reopening, vaccination rates are increasing, and consumer sentiments are exceedingly positive. With unemployment rates continuing to improve and the economy rapidly growing, many consumers have ...