

April 2023

Household Paper Products - US

"During normal times, household paper market growth is inextricably linked to population growth. Accordingly, it is highly predictable. Yet these are not normal times. The pandemic's disruption of supply chains and the consumer response that resulted in extreme hoarding and product shortages was followed by a period of historic inflation ...

March 2023

Smart Homes - US

"2023 will be a transitional year for smart home tech. Matter is shifting the landscape, paving the way for new entrants and forcing top brands to retool their offerings and strategies for market share. Although at least a few years out, developments in generative AI and its implementation into smart ...

Pillows and Mattresses - US

"Consumers are coming to recognize sleep's contribution to overall health and the direct relationship between quality sleep and other areas of holistic health. However, high penetration and long purchase cycles continue to challenge category players in growing the market, especially as budget-conscious consumers delay purchases until the economy stabilizes. Mattress ...

Cleaning the House - US

"Consumers remain consistent in their approach to cleaning the home. However, soaring cost of living is causing some to shift their cleaning and shopping habits, with slightly more than two in five adults claiming to be spending less on household cleaning products. To increase value and maintain involvement, brands need ...

February 2023

Consumers and the Economic Outlook - US

"Cooling inflation and a solid labor market are likely the direct contributors to consumers' positive outlook entering the new year. With further rate hikes and unemployment projected to rise, revisiting these sentiments six months from now – which is when experts project the US to enter a mild recession – ...

January 2023

Aircare - US



Household - USA

“Though the category continues to enjoy relatively high incidence of use, as consumers continue to cut back on spending, discretionary products like aircare will be challenged to prove value. Product efficacy, added benefits, and expanded offerings to align with evolving lifestyle needs will be crucial to reinvigorate aircare sales.” ...