

July 2021

Natural Household Consumer - US

“As the COVID-19 pandemic significantly impacted people’s lives and livelihoods, many took stock of what’s truly important in life. For some, the environment stood out as a cause worthy of renewed focus, and that will usher in a new era of green consumerism. But the effect of the pandemic was ...

Pet Supplies - US

“Despite pet supplies largely being nonessential, the category continues to turn in strong growth throughout the combined pandemic and subsequent recession. Some pet owners express willingness to trade down to save money, something that may be easier thanks to the proliferation of premium brands and private label across price points ...

May 2021

Smart Homes - US

“COVID-19 drove consumers back into their homes, which led them to prioritize their surroundings. As a result, spending on the home increased dramatically over the last year, which has benefited the smart home category. Device adoption and new digital behaviors established during 2020 should drive further consumer participation in the ...

April 2021

Cleaning the House - US

“In the age of COVID-19, consumers are cleaning more frequently and more thoroughly. That, in a nutshell, describes both the current state of cleaning the house and the potential that lies ahead. Consumers are now more engaged in the category, and engaged consumers are more receptive to innovation and willing ...

Tableware - US

“COVID-19 and the subsequent economic downturn created some challenges and changes in the tableware industry. Early store closures and restrictions put a limit on in-store shopping occasions and financial concerns incited caution for discretionary spending. At the same time, extended periods at home strengthened desire to improve spaces and invest ...