

June 2016

Cleaning the House - US

"Cleaning the house may not be something everyone looks forward to, but it remains an essential regular task, with consumers spending an average of more than four and a half hours on housecleaning every week. Understanding consumer attitudes and behaviors regarding cleaning the house is essential for companies marketing products ...

Cookware - US

"The cookware market continues to experience slow growth, benefiting from continued consumer interest in cooking or baking at-home and a variety of innovative cookware features that simplify cooking and cleanup."

May 2016

Dishwashing Products - US

"Practically every US home has dishwashing products. However, being such a universal product category means it can be difficult to drive growth. While dishwashing liquid has been able to increase sales in recent years through innovations such as scented formulas, dishwasher detergent has found it harder to differentiate and faces ...

April 2016

Lawn and Garden Products - US

The lawn and garden products market is on the rise in an improving economy as more consumers engage in discretionary projects to improve their outdoor living space. In addition, consumers are viewing lawn and garden care as an enjoyable activity with benefits rather than a chore. While a stable and ...

Smart Homes - US

"Only in the past few years has the smart home market emerged onto solid footing following a variety of early product failures, such as \$20,000 smart refrigerators that were soundly rejected by consumers. The shift to a more attractive product mix came when manufacturers not only brought down prices ...