

December 2014

Small Kitchen Appliances - US

“Small kitchen appliances must, first and foremost, make food and beverage preparation faster and easier. However, once this core task is met, a host of other motivations and qualities may drive and shape SKA purchasing. How, where, and why different consumers ultimately select a given SKA is also shaped by ...

The Budget Shopper - US

“Coupons are still an effective way of appealing to budget shoppers. Not only do they provide tangible value, but they can sway consumers to try products or stores they may not have otherwise considered. Retailers should strive to make it easy and even fun for customers to use coupons, tailor ...

November 2014

Household Surface Cleaners - US

“While consumers are as time-pressed as ever, housecleaning remains a priority, a task that can provide a sense of accomplishment or play an important role in protecting a family’s health. Opportunities exist for surface cleaners that help consumers clean their homes efficiently and safely.”

– John Owen, Senior Household ...

Water Filtration - US

“Water filtration market sales are struggling, with further declines expected in the coming years. Companies will need to address the issue of filter replacement, convince consumers that these products are essential, and better engage Asian, Hispanic, and Black consumers to reinvigorate the category.”

– Gabriela Elani, Home & Personal ...

October 2014

Ranges, Ovens, Cooktops and Microwaves - US

“While external economic factors are lifting the category as a whole, manufacturers and retailers can gain competitive advantage by catering to a wide variety of lifestyle needs. For many, especially aging Boomers, healthy, fresh eating is an increasingly compelling concern. Younger adults, on the other hand, may see a new ...