

June 2019

Cookware - US

"Cookware sales have been slowly declining since 2016, as innovations in small kitchen appliances further hinder sales that are already limited by the high penetration and long life span of products within the category. However, trends in overall personal wellness and the influence of social media have helped generate interest ...

Pet Supplies - US

"The pet supplies market is estimated to reach \$25.2 billion in total 2019 retail sales, an increase of 5.6% from 2018. Pet ownership is on the rise, and pet owners' desire to keep their pets healthy and happy is encouraging some of them to increase spend, contributing to ...

May 2019

Dishwashing Products - US

"Maintaining sales of \$3.1 billion in 2018, the maturity of the dishwashing products market is evident in its unchanging sales since 2013. Strong habitual shopping behavior among category users, with little motivation to change, provides the impetus for a static market. This creates a challenging landscape for newcomers and ...

Cleaning the House - US

"While Americans are leading busier lives than ever before, they continue to carve out more time for cleaning, reflecting the value they place on maintaining a clean and neat living space and the benefits it provides. Generational shifts and societal changes are altering how consumers are approaching caring for the ...

April 2019

Residential Flooring - US

"A healthy economy and strengthening housing and renovation market have helped the \$26 billion

The Natural Household Consumer - US

"The household consumer's motivation for buying natural products is becoming more complex. Traditional product claims around health, sustainability and social justice still drive natural purchases. However, as natural cleaning formulas become more effective, more affordable and more available; and especially as they are sold by traditionally mainstream companies; we can ...

Smart Homes - US

"The smart home is an all-encompassing term to capture the increasing trend of connected devices in the home. Consumers have more household functions available with the touch of a button or a call to a digital personal assistant. There are numerous options to incorporate smart or connected technology at home ...



Household - USA

residential flooring market notch steady gains since 2013. Despite the rise of renters, further improvements in the overall economy, coupled with a willingness to invest in the home, will allow consumers to update and upgrade their ...