

July 2023

Consumers and the Economic Outlook - US

"The economic sentiment for most of last year was that the US was headed towards a downturn, as inflation ran rampant in tandem with quickly rising interest rates. Over a year from when prices peaked at a more than 40-year high, however, the US economy has continued to defy the ...

Outdoor Cooking - US

"The pandemic served as an accelerant for a trend that was already in motion, and economic conditions will only fuel outdoor cooking behaviors. Adults are drawn to the category for its many benefits: flavor, experience, even health. Yet everyday outdoor cooking occasions and frequency, as well as ownership, are challenged ...

Lawn and Garden Products - US

"Participation lawn and garden work burgeoned during the pandemic. That triggered enormous market growth, from 4.9% in 2019 to 21.9% in 2021. Since then, growth has tempered, but remains historically high, in part due to inflation, but also sustained consumer involvement. The outlook is strong over the next ...

June 2023

Major Household Appliances - US

"The impact of inflation on the major household appliance market is both profound and complex. Many low-income consumers are delaying upgrades, but for 54% of buyers, breakdowns are the biggest purchase driver. When that happens, demand is relatively inelastic. When we add the impact of mid- to upper-income consumers who ...

May 2023

Home Linens - US

"The past few years have prompted consumers to focus on re-examining their home space. For many, the home is an extension of self, and consumers seek home linens that complement their unique personalities. However, consumers expect their home linens to provide health and beauty benefits in addition to being aesthetically ...

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

"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



Household - USA

challenged to prove value. Product efficacy, added benefits, and expanded offerings to align with evolving lifestyle needs will be crucial to reinvigorate aircare sales.” ...

Upcoming Reports

Improving the Home - US - 2023

Food Storage and Trash Bags - US - 2023

Household Surface Cleaners - US - 2023

Cookware - US - 2023

Dishwashing Products - US - 2023

Home Laundry Products - US - 2023

Pet Supplies - US - 2023

The Natural Household Consumer - US - 2023