

## December 2016

### Household Cleaning Equipment - US

"Sales of household cleaning equipment have experienced marginal growth due to inflation and price competition. Cleaning equipment used in lighter cleaning continues to be more frequently used, as spot cleaning gains wider acceptance as the norm in housecleaning. This shift coincides with a respective drop in cleaning equipment used in ...

### Small Kitchen Appliances - US

"After years of stable gains, small kitchen appliance sales remained relatively flat due in part to the struggling beverage making appliance segment. Going forward, product innovations that focus on design and function, as well as a stabilizing beverage maker segment, may help restore category growth."

### Water Filtration - US

"Despite more than half of adults owning either a water filtration system or product, and nearly one third saying they avoid drinking tap water as much as possible, sales of the water filtration market are expected to decline by 1% in 2016."

## November 2016

### Household Surface Cleaners - US

"The market for household surface cleaners is mature, with a growth rate that is being outpaced by inflation. Convenience of multi-surface cleaning and antibacterial power are the leading attributes most consumers look for in surface cleaners, but secondary benefits such as scent, packaging, and natural ingredients are important among niche ...

## October 2016

### Pest Control and Repellents - US

"People are spending more on pest control than ever before. Although most spending is on pest control services, product sales for outdoor repellents are also rising. Warmer weather and concerns about mosquito-borne illnesses contribute to overall category spending; however, concerns about the safety of pest control products still linger, leading ...