

July 2023

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 ...