

## March 2020

### Disposable Baby Products - US

"After experiencing plummeting sales in 2017, the disposable baby products market continues to stabilize, reaching \$8 billion in total 2019 retail sales, an increase of 1.7% from 2018-19. However, market sales are expected to slow due to declining birth rates, parents' value-driven approach to the category, as well as ...

### Drug Stores - US

"US drug store revenues will exceed \$300 billion this year. While the channel has consistently posted gains, the pace of growth is projected to slow down in light increased competition from outside the channel and a shifting consumer preference toward generic drugs over name brands. With new partnerships and new ...

### Major Household Appliances - US

"The major household appliance market experienced continued steady, conservative growth sustained by positive economic factors, coupled with a consistent stream of appliance innovation. The market is challenged by numerous factors, such as long replacement cycles. However, manufacturers could accelerate growth by appealing to evolving lifestyle-related interests."

## February 2020

### Feminine Hygiene and Sanitary Protection Products - UK

"The feminine hygiene and sanitary protection category has been steadily growing in recent years, bolstered by strong sales in the incontinence sector and a beauty revamp of the feminine hygiene sector. The sanitary protection sector, however, is dampening growth; signalling that brands must do more to respond to growing environmental ...

### Household Cleaning Equipment - UK

"The environmental issue has yet to take hold of the cleaning equipment market with the same vigour as in other household care categories. However, as consumers begin to consider their behaviours in a more holistic sense, their focus on the environment will become more prominent in cleaning equipment too. Brands ...

### Household Paper Products - US

"Consumers have hastened their trading down to private label. Store brands have closed the quality gap and a growing percentage of consumers no longer see a functional need for premium-priced name brands and private label has captured record market share.

### Soap, Bath and Shower Products - US

"Due to the functional nature of the category, the soap, bath, and shower products market continues to experience slow, yet steady growth. Growth is being tempered by struggling bar soap sales but gains in liquid and bath products are driving the category forward."

- Olivia Guinaugh, Home & Personal Care Analyst

## January 2020

### Health Management Trends - US

### Aircare - US



## Household and Personal Care - International

"The start of a New Year and new decade has people inspired and setting numerous goals to improve their health and wellbeing. While setting goals is the first step, it's also the easiest. It's keeping the motivation throughout the entire year, and even decade, that most people need help with ...

"Aircare had another year of growth as consumers turn to aircare for reasons beyond functional odor control, presenting new growth and engagement opportunities for brands and retailers to boost the sluggish aircare market. Optimal growth will hinge on brands addressing ingredient concerns, which are in part contributing to shrinking inventories ...