

## June 2011

### Household Cleaning: The Market - US

Four straight years of declining category sales suggest that the household cleaning products market is undergoing something more significant than a temporary recession-driven downturn. More than just trimming expenditures on products, consumers are changing the ways they approach the task of cleaning the house. By taking a close look at ...

### Home Laundry Products - US

Registering sales of \$9.1 billion in 2010, the home laundry products market has been in decline since 2005 due to consumers paring back on consumption, seeking discounted products and turning to private label offerings. Because household penetration is 98%, new products and brands tend to cannibalize sales from existing ...

## May 2011

### Attitudes Toward Energy Savings - US

With the cost of energy rising and household incomes still stagnant, American consumers have more reasons than ever to reduce their energy consumption. But in today's hyper-connected, always-on culture, consumers are increasingly reliant on energy in nearly every aspect of their lives.

### Household Cleaning: The Consumer - US

This report builds on the analysis presented in Mintel's report *Household Cleaning Products: The Consumer—U.S., May 2010*, as well as previous editions published in June 2008, June 2006, April 2004 and May 2003.

## April 2011

### Food Storage - US

The \$2.3 billion FDMx market for food storage products has been challenged by a struggling economy, coupled with a highly saturated market in most food storage segments, minimal innovation of product and packaging, and growing environmental awareness that eschews disposable products. Additionally, non-FDMx channels such as dollar stores have ...

### Dishwashing Products - US

The dishwashing products category has largely taken the recession in stride, posting solid annual FDMx sales gains in 2008 through 2010. The positive results were driven in part by a recession-inspired return to home meal preparation, but also by marketers' success at trading consumers up to premium products promising a ...