

American Lifestyles: Incl Impact of COVID-19 - US - August 2020

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This report looks at the following areas:

- The impact of COVID-19 across 16 consumer markets.
- Economic indicators to watch during the economic downturn, and into the recovery period.
- How consumer motivations have shifted in response to COVID-19.
- Consumers' perceptions of their current financial situation, and their outlook on the future.

Nothing in 2020 seems to be the same as it was in 2019. COVID-19 has disrupted the trajectory of consumer spending across categories, has caused economic indicators to fall and is projected to further depress the rate of population growth. Despite the economy taking a huge left turn from the prior year, consumer brands have remained light on their feet, shifting to meet rapidly changing conditions. The uncertainty surrounding COVID-19 will continue to wreak havoc on brands' ability to predict what's coming next, but will offer opportunities for those that are able to keep pace with consumers' evolving demands.



"Similar to 9/11 or the Great Recession, COVID-19 is an event that will draw a line between America before and America after. This global pandemic has disrupted nearly every category of consumer spending, with some seeing a distinct benefit and others experiencing devastating declines."

– Lisa Dubina, Senior Culture & Identity Analyst

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Table of Contents

OVERVIEW

- **What you need to know**
- **Key issues covered in this Report**
- **Definition**
- **COVID-19: Market context**

EXECUTIVE SUMMARY

- **America Today**
- **The people**
- **The economy**
- **Personal financial situations**
- **Impact of COVID-19 on consumer spending**
Figure 1: Short-, medium- and long-term impact of COVID-19 on consumer spending, September 2020
- **Consumer attitudes and priorities**
- **Americans are learning how to manage COVID-19 risk**
Figure 2: Coronavirus exposure concern, September 8, 2020
- **Americans are moving into their “next normal”**
Figure 3: Anticipated events in 2020, May 28-June 4, 2020
- **Americans value their independence**
Figure 4: Attitudinal preferences – independence, January 2020
- **American divisiveness has not subsided**
Figure 5: Americans’ perceptions of themselves in relation to other Americans, ranked by “Describes me, but not most Americans,” January 2020
- **American optimism persists**
Figure 6: Americans’ perceptions of themselves in relation to other Americans, ranked by “Describes me and most Americans,” January 2020
- **What it means**

AMERICA TODAY – WHAT YOU NEED TO KNOW

- **COVID-19 is shifting consumer motivations**
- **COVID-19 worries have not subsided**
- **Population growth is slowing**
- **Unemployment is high, and may get higher**
- **Consumers have yet to feel the full impact of the economic downturn**
- **The hardest-hit categories offer the most growth opportunity**

What's included

Executive Summary

Full Report PDF

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Powerpoint Presentation

Interactive Databook

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AMERICA TODAY – A SHIFT IN CONSUMER TRENDS

- **Consumer motivations shift amid pandemic**
Figure 7: Mintel Trend Drivers
- **Fast moving news cycle heightens consumer need to stay informed**
Figure 8: Mintel trend pillar – media, July 2019 and July 2020
- **Lockdown period drives localism**
Figure 9: Mintel trend pillar – Localism, July 2019 and July 2020
- **Stress will be actively managed**
Figure 10: Mintel trend pillar – Psychological, July 2019 and July 2020
- **A new maximalism**
Figure 11: Coronavirus behaviors, April 24–September 8, 2020

AMERICA TODAY – TRACKING THE COVID-19 IMPACT

- **COVID-19 case counts climbed through the summer**
Figure 12: Daily US cases of COVID-19, March 1–September 1, 2020
- **Consumer COVID-19 concerns**
- **Worry over virus exposure has yet to subside during reemergence**
Figure 13: Coronavirus exposure concern, March 4–September 8, 2020
- **Americans are managing their risk during reemergence**
Figure 14: Level of comfort in out-of-home activities, August 27–September 8, 2020
- **Safety routines help to abate lifestyle concerns**
Figure 15: Coronavirus life disruption concern, March 4–September 8, 2020
- **COVID-19 behavior changes**
Figure 16: Coronavirus behaviors, April 24–September 8, 2020

AMERICA TODAY – THE PEOPLE

- **Future of the American population**
- **Population growth expected to flatten in the coming decades**
Figure 17: Total US population and annual growth rate, 1900–2020
Figure 18: Average annual rate of population change for world and United States, five year increments 1950–2100
- **Tension grows in a multicultural America**
Figure 19: Population by race and Hispanic origin, 2014–24
- **Is Gen Z destined to repeat Millennial patterns?**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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- **COVID-19 determines the next generation**
Figure 20: Population by generation, 2020-25
- **The Changing American household**
- **Steady growth in number of US households**
Figure 21: Number of US households, 2009-19; Size of US households, 2018
- **Family households**
Figure 22: Households, by type, 2019
- **Households with children**
Figure 23: Households, by presence of related children, 2009-19
- **The coming baby bust**
Figure 24: Annual births and general fertility rate, 2007-19

AMERICA TODAY – THE ECONOMY

- **Economic indicators to watch**
- **Dramatic downturn in PCE**
Figure 25: GDP change from previous period and consumption expenditures, Q1 2007-Q2 2020
- **As spending slows, savings grows**
Figure 26: Personal savings rate, monthly seasonally adjusted annual rate, July 2006-July 2020
- **Consumer sentiment remains above previous recession**
Figure 27: Consumer Sentiment Index, January 2007-August 2020
- **All eyes on unemployment**
Figure 28: Unemployment and underemployment, January 2007- August 2020
- **Employment churn leads to uncertainty**
Figure 29: Monthly total nonfarm hires and monthly total nonfarm separations, not seasonally adjusted, January 2018-July 2020
- **Expect a K-shaped recovery**
Figure 30: Year-over-year percent change in total revenues for select categories, 2019-20
Figure 31: Gini index of income inequality, 1967-2019
- **American income and debt**
- **Income growth is stalled, but will return**
- **The impact of the CARES Act**
Figure 32: Real median household income in the United States, 2017 CPI-U-RS adjusted dollars, annual, not seasonally adjusted, 1990-2019
- **Debt restructuring can aid in consumer recovery**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
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Figure 33: Total consumer debt balance, quarterly by debt type, Q1 2006 to Q2 2020

Figure 34: Rate of delinquent consumer debt, by delinquency status, Q1 2006 to Q2 2020

AMERICA TODAY – CONSUMER FINANCIAL OUTLOOK

- **Economic stimulus has buoyed financial situations**
- **Little change in perceptions of financial situation over the past year**

Figure 35: Current financial situation, November 2019 and August 2020

- **Expectations for the next year**
- **Lukewarm positivity for personal financial situation in the near term**
- **Positivity may be rooted in job security**
- **Outlook dim for US economy**

Figure 36: Financial outlook over the next three months, September, 2020

- **Expectations remain moderately positive over the longer term**
- **Economic recovery expected to be slow**

Figure 37: Financial outlook over the next 12 months, September 2020

TOTAL MARKET OVERVIEW

- **2020 market moves backward**
- **Expect shifts in the largest spending categories**
- **Housing has dropped, but a rebound is anticipated**
- **Healthcare spending will improve with COVID-19 vaccine**
- **Transportation**

Figure 38: Consumer spending by category, at current prices (\$billions), 2020

- **Categories with the most COVID-19 market disruption**
- **Categories with the largest declines in 2020 will be areas of opportunity for 2025**

Figure 39: Market growth by category, 2019-20

Figure 40: Market growth by category, 2020-25

Figure 41: Anticipated events in 2020, May 28-June 4, 2020

CATEGORY REVIEW – HEALTH CARE

- **Analyst perspective**
- **Market performance**
- **Healthcare services**
- **Healthcare products**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 42: Total US retail sales and forecast of healthcare, at current prices, 2015-25

- **What we're watching**
- **The intersect of healthcare and retail experiences to service older adults**
- **The impact of cannabis legalization on the OTC market**
- **Adults will prioritize sleep health**
- **Blending health and lifestyle**
- **Key consumer insights**
- **Mintel predicts**
- **The recognition of everyday mental health necessitates accessible solutions**
- **Niche health focuses will drive the industry forward**
- **The new age of attainable health and wellness solutions**

CATEGORY REVIEW – TRANSPORTATION

- **Analyst perspective**
- **Market performance**
- **Total US auto sales**
Figure 43: Total US retail sales and forecast of transportation, at current prices, 2015-25
- **What we're watching**
- **Consumers are using personal vehicles as PPE**
- **Ford and General Motors fail to upsell sedan owners into SUVs**
- **Automotive decontenting will be a failed response to increasing vehicle costs**
- **Key consumer insights**
- **Mintel predicts**
- **Autonomous ridesharing could help normalize autonomous vehicles**
- **GM and Michelin plan to bring airless tires to passenger cars by 2024**
- **Cryptocurrency could become viable payment option for vehicle purchase**

CATEGORY REVIEW – HOME AND GARDEN

- **Analyst perspective**
- **Market performance**
Figure 44: Total US retail sales and forecast of home and garden, at current prices, 2015-25
- **What we're watching**
- **A redefined relationship with the home**

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- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
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- Rebirth of gardening due to focus on sustainable living
- Holistic wellness a bigger priority for the home
- Key consumer insights
- Mintel predicts

CATEGORY REVIEW – DINING OUT

- **Analyst perspective**
- **Market performance**
Figure 45: Total US retail sales and forecast of dining out, at current prices, 2015–25
- **What we're watching**
- **Restaurants are becoming dine-out only**
- **Retail food and foodservice threat grows**
- **Fast food prevails**
- **Key consumer insights**
- **Mintel predicts**

CATEGORY REVIEW – IN-HOME FOOD

- **Analyst perspective**
- **Market performance**
Figure 46: Total US retail sales and forecast of in-home food, at current prices, 2015–25
- **What we're watching**
- **Wellbeing, immunity will frame innovation and product positioning**
Figure 47: Experience or interest with immunity foods/drinks, October 2019
- **Plant-based proteins for flexitarians**
- **Improved quality and sharper positioning set private label up for even more success**
Figure 48: US total multi-outlet and private label food and drink sales, and private label share, at current prices, 2014–19
- **Key consumer insights**
- **Mintel predicts**
- **Local foods will be the new sustainable**
- **DTC models will emerge**

CATEGORY REVIEW – LEISURE AND ENTERTAINMENT

- **Analyst perspective**
- **Market performance**
Figure 49: Total US retail sales and forecast of leisure and entertainment, at current prices, 2015–25
- **What we're watching**
- **Key Consumer Insights**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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- **Mintel Predicts**

CATEGORY REVIEW – VACATIONS AND TOURISM

- **Analyst perspective**
- **Market performance**
Figure 50: Total US retail sales and forecast of vacations and tourisms, at current prices, 2015-25
- **Record losses for airlines**
- **Accommodations have fared better than most sectors**
- **Cruises have been sinking fast**
- **What we're watching**
- **"Clean" is the new value proposition**
- **Delta focuses on the overarching personalization trend**
- **Hitting the road has appeal**
- **Key consumer insights**
- **Mintel predicts**
- **Travel options will place quality over quantity**
- **"Local" is found closer to home**
- **Bleisure travel becomes workcationing**

CATEGORY REVIEW – CLOTHING, ACCESSORIES AND FOOTWEAR

- **Analyst perspective**
- **Market performance**
Figure 51: Total US retail sales and forecast of clothing and accessories, at current prices, 2015-25
- **Clothing**
- **Accessories and footwear**
- **What we're watching**
- **Target poised to become a bigger leader in apparel and accessories**
- **Amazon plots apparel expansion with partnerships and luxury platform**
- **Interest in recommerce will grow among value-conscious shoppers**
- **Key consumer insights**
- **Mintel predicts**
- **Casual and athletic wear will drive the category**
- **Payment installments will be more readily used for clothing purchases**
- **Specialty clothing retailers will be the latest victim of the changing retail landscape**

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- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
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CATEGORY REVIEW – BEAUTY AND PERSONAL CARE

- **Analyst perspective**
- **Market performance**
Figure 52: Total US retail sales and forecast of beauty and personal care, at current prices, 2015-25
- **What we're watching**
- **Retailers and brands take a stance on social awareness**
- **Clean beauty for the masses**
- **Beauty brands build communities amid lockdown**
- **Inclusive beauty works for all**
- **Online retailers and DTC brands see increased demand**
- **Embrace self-care as healthcare**
- **Key consumer insights**
- **Mintel predicts**
- **Personal care does more, while using less**
- **Safety and sustainability usher in a new era of clean beauty**
- **Beauty consumption will shift post-COVID-19**

CATEGORY REVIEW – ALCOHOLIC DRINKS (OUT OF HOME)

- **Analyst perspective**
- **Market performance**
Figure 53: Total US retail sales and forecast of alcoholic drinks (out of home), at current prices, 2015-25
- **What we're watching**
- **Wine is playing it casual**
- **Bitters add a flavor boost**
- **Innovate with the familiar**
- **Key consumer insights**
- **Mintel predicts**

CATEGORY REVIEW – ALCOHOLIC DRINKS (IN HOME)

- **Analyst perspective**
- **Market performance**
Figure 54: Total US retail sales and forecast of alcoholic drinks (in home), at current prices, 2015-25
- **What we're watching**
- **Wine loosens up**
Figure 55: Sparkling wines
- **Hard seltzers upend the alcohol market and every major company cashes in**
- **Consumers want convenient and premium cocktails at home**
- **Key consumer insights**
- **Mintel predicts**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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CATEGORY REVIEW – NON-ALCOHOLIC DRINKS

- **Analyst perspective**
- **Market performance**
Figure 56: Total US retail sales and forecast of non-alcoholic beverages, at current prices, 2015-25
- **What we're watching**
- **The yin and yang of energy and relaxation drinks**
- **Hydration is of paramount importance to consumers**
- **Key consumer insights**
- **Mintel predicts**

CATEGORY REVIEW – HOUSEHOLD CARE

- **Analyst perspective**
- **Market performance**
Figure 57: Total US retail sales and forecast of household care products, at current prices, 2015-25
- **What we're watching**
- **Green niche consolidation will drive mainstream adoption**
- **Store brands are poised for success**
- **Single-use plastic bans present opportunities for forward-looking brands**
- **Key consumer insights**
- **Mintel predicts**
- **New fabrics will reduce the need to do laundry**
- **Reducing water usage in household care will lead to secondary benefits**
- **Convenience and health will become complementary benefits**

CATEGORY REVIEW – TECHNOLOGY AND COMMUNICATIONS

- **Analyst perspective**
- **Market performance**
Figure 58: Total US retail sales and forecast of technology and communications, at current prices, 2015-25
- **What we're watching**
- **Who wins the 5G space?**
- **Wearable fashion and fitness**
- **Direct-to-consumer movie releases**
- **Amazon's growth across tech categories could draw unwanted regulation**
- **Voice assistant capabilities and advancement**
- **Key consumer insights**
- **Mintel predicts**
- **Streaming services will consolidate**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
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- **Wires are out**
- **T-Mobile will continue to grow its market share**
- **Wearable tech pivots from luxury and fashion to health and function**

THE CONSUMER – WHAT YOU NEED TO KNOW

- **Americans see themselves as unique individuals**
- **A successful life is a healthy life**
- **Most Americans resist the idea of debt...**
- **...but money isn't everything**
- **Desire for experiences is still stronger than materialism**

HEALTH, FINANCES AND PERSONAL SUCCESS

- **Health tops the list of ways Americans define their own success**
- **Brand spotlight: 1And1 Life**
Figure 59: 1And1 Life Instagram posts, September 2020
- **Relationships are among the most important measures of success**
- **Financial situation is important, but not the most important thing**
Figure 60: Ways Americans measure their personal success, January 2020
- **Women have a broader definition of personal success**
- **Health means more for women**
- **Men and women both look to finances to indicate success**
- **Men's view of success skews toward materialism**
Figure 61: Ways Americans measure their personal success, by gender, January 2020
- **Definition of "success" evolves over time**
- **Life stage also tied to view of financial success**
Figure 62: Ways Americans measure their personal success, by age, January 2020

LIFESTYLE PREFERENCES

- **Americans' aversion to debt influences spending habits**
- **American's preference for individualism runs deep**
Figure 63: Attitudinal preferences, January 2020
- **Trend spotlight: Expressing individuality with face masks**
Figure 64: High fashion takes on face masks, May 2020
Figure 65: A face mask as unique as you – from Vistaprint, August 2020
- **Younger men are more comfortable with debt**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 66: Trade-off between debt and ownership of everyday items, by gender and age, January 2020

- **Women and older adults want to be themselves even more than others**

Figure 67: Trade-off between individualism and community, by gender and age, January 2020

- **Women, especially, want free time over money**
- **The grass is always greener**

Figure 68: Trade-off between more money or more time, by gender and age, January 2020

SPENDING TIME

- **If Americans had more time, travel would be the top way to spend it**

- **Not all employees want to spend less time working**

Figure 69: Activities consumers want to spend more or less time doing, January 2020

Figure 70: Anticipated events in 2020, May 28-June 4, 2020

- **Women need products and services to reduce time they spend cleaning**

- **A quarter of men lack the patience for shopping**

Figure 71: Activities consumers want to spend more or less time doing, by gender, January 2020

- **Quest for more sleep appears to diminish with age**

- **Makeup routines are being streamlined**

Figure 72: Activities consumers want to spend more or less time doing, by age, January 2020

Figure 73: Average number of hours per day spent on personal care, by age, 2018

- **At least a third of adults aged 18-34 want more socializing time**

- **One in four Gen Z adults wants streamlined shopping options**

Figure 74: Activities consumers want to spend more or less time doing, by age, January 2020

AMERICAN PERCEPTIONS

- **Americans see little commonality among themselves**

Figure 75: Correspondence analysis – Symmetrical map – National vs individual identity, January 2020

Figure 76: View of self in relation to other Americans, January 2020

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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- **Most Americans see themselves as respectful and open-minded**
- **Two thirds of Americans are united in their preference for experiences**

Figure 77: Americans' perceptions of themselves in relation to other Americans, ranked by "Describes me, but not most Americans," January 2020

- **Most Americans boast of an independent spirit**
- Figure 78: Americans' perceptions of themselves in relation to other Americans, ranked by "Describes most Americans (net)," January 2020

- **American optimism still exists**
- **Concern for the earth**
- **Optimistic outlook**

Figure 79: Americans' perceptions of themselves in relation to other Americans, ranked by "Describes me and most Americans," January 2020

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Sales data**
- **Category forecasts**
- **Consumer survey data**
- **Correspondence Analysis Methodology**
- **Direct marketing creative**
- **Abbreviations and terms**
- **Abbreviations**
- **Terms**

APPENDIX – THE CONSUMER

Figure 80: Crosstab of activities consumers want to spend more or less time doing, January 2020

Figure 81: Percentage of working consumers who want to spend less time working, January 2020

Figure 82: Spending priorities, September 2020

Figure 83: Lifestyles priorities since COVID-19, September 2020

APPENDIX – THE MARKET

Figure 84: Total US retail sales and forecast of Total Market, at current prices, 2015–25

Figure 85: Total US retail sales and forecast of total market, at inflation-adjusted prices, 2015–25

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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- Figure 86: Total US retail sales and forecast of housing, at current prices, 2015-25
- Figure 87: Total US retail sales and forecast of housing, at inflation-adjusted prices, 2015-25
- Figure 88: Total US retail sales and forecast of health and vision, at current prices, 2015-25
- Figure 89: Total US retail sales and forecast of health and vision, at inflation-adjusted prices, 2015-25
- Figure 90: Total US retail sales and forecast of transportation, at current prices, 2015-25
- Figure 91: Total US retail sales and forecast of transportation, at inflation-adjusted prices, 2015-25
- Figure 92: Total US retail sales and forecast of personal finance, at current prices, 2015-25
- Figure 93: Total US retail sales and forecast of personal finance, at inflation-adjusted prices, 2015-25
- Figure 94: Total US retail sales and forecast of technology and communications, at current prices, 2015-25
- Figure 95: Total US retail sales and forecast of technology and communications, at inflation-adjusted prices, 2015-25
- Figure 96: Total US retail sales and forecast of home and garden, at current prices, 2015-25
- Figure 97: Total US retail sales and forecast of home and garden, at inflation-adjusted prices, 2015-25
- Figure 98: Total US retail sales and forecast of foodservice, at current prices, 2015-25
- Figure 99: Total US retail sales and forecast of foodservice, at inflation-adjusted prices, 2015-25
- Figure 100: Total US retail sales and forecast of In home food, at current prices, 2015-25
- Figure 101: Total US retail sales and forecast of In home food, at inflation-adjusted prices, 2015-25
- Figure 102: Total US retail sales and forecast of leisure and entertainment, at current prices, 2015-25
- Figure 103: Total US retail sales and forecast of leisure and entertainment, at inflation-adjusted prices, 2015-25
- Figure 104: Total US retail sales and forecast of vacations and tourism, at current prices, 2015-25
- Figure 105: Total US retail sales and forecast of vacations and tourism, at inflation-adjusted prices, 2015-25
- Figure 106: Total US retail sales and forecast of clothing and accessories, at current prices, 2015-25

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
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- Figure 107: Total US retail sales and forecast of clothing and accessories, at inflation-adjusted prices, 2015-25
- Figure 108: Total US retail sales and forecast of beauty and personal care, at current prices, 2015-25
- Figure 109: Total US retail sales and forecast of beauty and personal care, at inflation-adjusted prices, 2015-25
- Figure 110: Total US retail sales and forecast of alcoholic drinks (out of home), at current prices, 2015-25
- Figure 111: Total US retail sales and forecast of alcoholic drinks (out of home), at inflation-adjusted prices, 2015-25
- Figure 112: Total US retail sales and forecast of alcoholic drinks (in home), at current prices, 2015-25
- Figure 113: Total US retail sales and forecast of alcoholic drinks (in home), at inflation-adjusted prices, 2015-25
- Figure 114: Total US retail sales and forecast of non-alcoholic drinks, at current prices, 2015-25
- Figure 115: Total US retail sales and forecast of non-alcoholic drinks, at inflation-adjusted prices, 2015-25
- Figure 116: Total US retail sales and forecast of household care, at current prices, 2015-25
- Figure 117: Total US retail sales and forecast of household care, at inflation-adjusted prices, 2015-25

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