

### February 2020

#### 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**

#### 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 ...

### January 2020

#### Health Management Trends - US

"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 - US

"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 ...

### Upcoming Reports

**Cleaning in and Around the Home - UK - December 2020**

**Household Packaging and Format Trends - US - December 2020**

**Shopping for Household Cleaning Products - China - November 2020**

购买家居清洁产品 - 中国 - 2020年11月

**Deodorants - UK - December 2020**

**Suncare - UK - December 2020**

**Water Filtration - US - November 2020**

**Children's Healthcare - UK - October 2020**

## Household and Personal Care - International

**Laundry Detergents, Fabric Conditioners and Fabric Care - UK - October 2020**

**Household Surface Cleaners - US - October 2020**

**Vitamins and Supplements - UK - September 2020**

**Managing Stress and Wellbeing - UK - August 2020**

**Men's Personal Care - US - August 2020**

**Vitamins and Minerals - US - August 2020**

**Household Care Packaging Trends - UK - July 2020**

**Pet Supplies - US - July 2020**

**Hand, Body and Footcare - UK - June 2020**

**Natural and Organic Toiletries - UK - June 2020**

**Consumers and the Economic Outlook - UK - May 2020**

**DIY Retailing - UK - May 2020**

**Oral Health - US - May 2020**

**The Connected Home - UK - May 2020**

**Cough, Cold, Flu and Allergy Remedies - US - April 2020**

**Shampoo, Conditioner and Hairstyling Products - US - April 2020**

**Home Laundry Products - US - October 2020**

**Supplements - US - September 2020**

**Digestive Health - US - August 2020**

**Marketing to Moms - US - August 2020**

**Pest Control and Repellents - US - August 2020**

**Changing Face of US Healthcare - US - July 2020**

**Personal Care Consumer - US - July 2020**

**Bodycare and Deodorant - US - June 2020**

**Marketing to Gen X - US - June 2020**

**The Natural Household Consumer - US - June 2020**

**Dishwashing Products - UK - May 2020**

**Marketing to Millennials - US - May 2020**

**OTC Analgesics and Cough, Cold and Flu Remedies - UK - May 2020**

**Cleaning the House - US - April 2020**

**Marketing to Gen Z - US - April 2020**

**Shaving and Hair Removal - US - April 2020**



## Household and Personal Care - International

**Disposable Baby Products - US -  
March 2020**

**Major Household Appliances - US  
- March 2020**

**Drug Stores - US - March 2020**