

### March 2020

#### 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

#### 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."

### January 2020

#### Consumers and the Economic Outlook - US

"The majority of consumers consider their finances to be healthy, and views of the future seem to be positive as well. Consumers are saving for the future, but are still willing to treat themselves."

**- Jennifer White Boehm, Associate Director - Financial Services & Auto**

#### 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

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

**Water Filtration - US - November 2020**

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

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

**Improving the Home - US - December 2020**

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

**Outdoor Cooking - US - August 2020**

**Consumers and the Economic Outlook - US - July 2020**



## Household - USA

**Pet Supplies - US - July 2020**

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

**Tableware - US - May 2020**

**Lawn and Garden Products - US -  
April 2020**

**Smart Homes - US - June 2020**

**Residential Flooring - US - May  
2020**

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