

## July 2020

### The Impact of COVID-19 on Household, Home Care and Personal Care - US

"While the future of the US and global economy remains unclear, we should not expect that the resolution of the COVID-19 pandemic will be a return to 2019 reality. Many players are understandably focused on reacting to short-term challenges and demands presented by the circumstances, such as meeting the consumer ...

### The Natural Household Consumer: Incl Impact of COVID-19 - US

"Natural household products have been the fastest-growing segment of the household market. Yet the COVID-19 pandemic has given greater importance to mainstream disinfectants while increasing overall consumer engagement with the category. Both mainstream and natural brands have an opportunity to leverage this shift for future growth."

## June 2020

### Residential Flooring: Inc Impact of COVID-19 - US

"The residential flooring market's historically strong growth is expected to falter as a result of the COVID-19 outbreak and its subsequent recession. Bottlenecks in the supply chain and weakening demand in the face of financial uncertainty will likely cause sales to plummet over the next two to three years ...

## May 2020

### Lawn and Garden Products: Incl Impact of COVID-19 - US

"These are uncertain times. COVID-19 casts a shadow over a category with slowing sales growth, not to mention the health and safety of consumers. But there is also space for the category to reinvent itself around better health, sustainability and nutrition for humans as well as plants."

### Cleaning the House: Incl Impact of COVID-19 - US

"COVID-19 is creating a new paradigm for household care, permanently changing how consumers clean and care for their homes. Short term shifts in priorities are placing greater focus on hygiene, safety and disinfection, along with a renewed reliance on trusted brands. Through the pandemic, consumers will have a new emotional engagement ...