



Voice of the Industry: Home Products

May 2024

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KEY INDUSTRY TRENDS

Key trends shaping category sales in 2023

Key trends shaping category sales in the next five years

The rise of natural alternatives to traditional products; our growing rejection of chemistry
Novozymes leans into a food and cleaning story that “biology is more natural than chemistry”
Paint trends to lower-chemistry, with premium offers promising a net chemistry reduction
Zee.Dog launched a natural ingredient health-orientated pet food for sensitive skin puppies

CATEGORY PERFORMANCE

Category/Industry sales performance expectations in 2023, 2024 and longer term to 2028

In channel sales, e-commerce still has growth expectations, but more slowly (with a plateau)

Channel sales and growth in 2023 - direct-to-consumer (D2C) channel gains are widespread

Trends that influenced digital commerce development in the past year

Go-to-market evolves the role of stores, fulfilment challenges and the importance of D2C

IKEA has one of many experiments for delivering virtual product trial on smaller shopfloors

Rise of D2C brands is partly about post-COVID scale enabling successful entry in retail shops

A telling statement from the CEO of a strong D2C brand on D2C's role in its growth journey

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Cost saving associated with sustainability is serving as incentive for companies

Company growth strategy across the next five years

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Industry responses to inflation challenges

Unilever increases investment in innovation to grow its profit

Emphasise key industry priorities

Sustainability: Leroy Merlin's Home Index rates products based on environmental footprint

New consumer segments: Emotional investment in pets triggers innovation in pet care

TOP FIVE TRENDS SHAPING THE INDUSTRY

New solutions: P&G invents new laundry additive category to encourage consumer spending

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Wayfair's Decorify Gen AI application is democratising room design and driving customisation

Mixed reality is regarded as a powerful tool for enhancing the online shopping experience

Unilever deploys artificial intelligence to inform product formulation and launches AI lab

Leading players are making significant investments in the future of AI

US start-up uses AI in R&D to improve product quality and speed up time to market

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