

## **US Luxury Cars and Household Surface Cleaners Market - Industry size, Shares, Research Trends, Growth, Study, Analysis, Forecast Research Report 2013**

*ResearchMoz.us include new market research report" US Luxury Cars And Household Surface Cleaners Market" to its huge collection of research reports. Click here to download detail report with TOC: <http://www.researchmoz.us/luxury-cars-us-november-2013-report.html>.*

Albany, New York ([PRWEB](#)) November 27, 2013 -- Researchmoz presents this most up-to-date research on "US Luxury Cars And Household Surface Cleaners Market". The report focuses primarily on quantitative market metrics in order to characterize the growth and evolution of the Remote Patient Monitoring Market.

### Luxury Cars - US - November 2013

Domestic luxury carmakers Cadillac and Lincoln are attempting to reclaim their former glory. Unfortunately, neither will get very far without the help of Millennial luxury car buyers who, as it stands now, seem more inclined to purchase European luxury makes.

### Market Size and Forecast

#### Key points

Luxury new car sales expected to reach 2.4 million by the end of 2013, outpace new car industry growth through 2018

Total US unit sales of luxury vehicles, 2008-18

Total US unit sales of luxury vehicles as a share of all vehicle sales, 2008-18

Fan chart forecast

Total US unit sales and fan chart forecast for luxury vehicles, 2008-18

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### Market Drivers

#### Key points

Leasing and financing critically important to new luxury car sales

New lease share of new vehicle financing, 2009-13

Average new and used vehicle financing terms, 2012 and 2013

Stabilizing housing market to positively impact luxury auto sales

Median existing home prices vs. new luxury car sales, 2008-12

Number of upper-income households impacts luxury car sales

Historical median household income, adjusted for inflation, 1980-2012

Real disposable personal income per capita (2009 adjusted dollars), 1980-13

University of Michigan consumer sentiment, 2007-13

Increased product cadence will boost luxury car demand

Average new car showroom age and replacement rate, 2007-16

### Innovations and Innovators

Mercedes-Benz offers in-cabin perfumes through ventilation system

Figure 45: 2014 Mercedes-Benz S-Class's Cabin fragrance system

Mercedes-Benz S-Class first car capable of steering itself on the highway

Figure 46: 2014 Mercedes-Benz S-Class Distronic Plus with Steering Assist Video

Bentley launches furniture series to help broaden brand recognition

Figure 47: New furniture range from "Bentley Home"

## Sources Expected to Use When Purchasing Next Luxury Vehicle

### Key points

Luxury car intenders significantly more likely to visit Cars.com, Motor Trend, and Car & Driver

Sources expected to use when purchasing next vehicle, luxury intenders vs. all intenders, August, August 2013

Millennials significantly more likely to say they will utilize classified ad websites

Sources expected to use when purchasing next luxury vehicle, by generations, August 2013

Household Surface Cleaners - US - November 2013 <http://www.researchmoz.us/household-surface-cleaners-us-november-2013-report.html>

The importance consumers place on cleaning power and disinfection represents an opportunity for brands to help housecleaners achieve the best results in every room of the house and on every surface.

## Executive Summary

### The market

Slow growth overall, but opportunities for products that enable easy, effective cleaning

Total US sales and fan chart forecast of household surface cleaners, at current prices, 2008-18

Convenience and ease drive segment shifts

Sales of household surface cleaners, by segment, 2011 and 2013

### Key players

MULO share of household surface cleaners, by leading companies, 2012 and 2013

### The consumer

Declining use of most labor-intensive cleaners reflects shift in habits

Household usage of surface cleaners, 2008-13

Cleaning power, disinfection are top priorities in product selection

Importance of household surface cleaner attributes, August 2013

Housecleaners opt for specialized cleaners over multipurpose products

Household surface cleaner usage behaviors, August 2013

Attitudes toward household surface cleaners

Attitudes toward household surface cleaners, August 2013

## Market Size and Forecast

### Key points

Slow growth overall, but opportunities for products that enable easy, effective cleaning

Sales and forecast of household surface cleaners

Total US sales and forecast of household surface cleaners, at current prices, 2008-18

Total US sales and forecast of household surface cleaners, at inflation-adjusted prices, 2008-18

Fan chart forecast

Total US sales and fan chart forecast of household surface cleaners, at current prices, 2008-18

Competitive Context

Disposable wipes drive growth in private label share

In other segments, private label remains low

Private label share of household surface cleaners, by segment, 2009-13

Hard surface cleaner new product launches, branded vs private label, 2008-13

Growth stalls for eco-friendly brands

Walmart move may level the playing field

MULO sales of select eco-friendly household surface cleaners, 2009-13

Segment Performance

Key points

Convenience and ease drive segment shifts

Sales of household surface cleaners, by segment

Sales of household surface cleaners, segmented by type, 2011 and 2013

Related Reports:

Car Purchasing Process - China - November 2013 <http://www.researchmoz.us/car-purchasing-process-china-november-2013-report.html>

Despite encouraging signs for 2013, in terms of new car sales growth, difficulties such as high inventory levels still persist, and the China car market is still facing a very complex developing environment. That said, China remains one of the most exciting car markets in terms of volume growth, which is being supported by the continuous growing economy and emerging powerful middle classes.

The Consumer – Consideration Factors for Buying

Key points

Safety of cars is top-of-mind followed by brand

Drivability and fuel efficiency are also important factors

Important factors in choosing a car, August 2013

The Consumer – Brand Image Test

Key points

Methodology

Brand image analysis

Correspondence map, by car brands, August 2013

The Consumer – Attitudes towards Car Purchasing

Key points

Scrutinising car information is important to many consumers when buying future cars

Additional attitudes towards the car purchasing process, August 2013

High-tech offerings attract luxury car buyers, while quality and variety still hinder alternative-energy adoption

Attitudes towards the car purchasing process, August 2013

Activities of Kids and Teens - US - November 2013 <http://www.researchmoz.us/activities-of-kids-and-teens-us-november-2013-report.html>

Compared to previous generations, kids and teens increasingly live a sedentary lifestyle. These digital natives are interconnected and tend to divide attentions across multiple platforms and channels, prompting impatient behaviors, quick-fix mentality, and instant gratification. Their loyalty is likely to mirror this trend, spreading thinly across brands, and easily switched.

## Market Drivers

### Key points

Drop in adult unemployment level aids teen spending, teen labor force hampered by a slow economic recovery

Unemployment of 16-19-year-olds vs. 16+, 2000-September 2013

Median household income finally picks up

Median household income, in inflation-adjusted dollars, 2002-12

Median household income in inflation-adjusted dollars, by race/Hispanic origin, 2002-12

Index of median household income in inflation-adjusted dollars, by race/Hispanic origin, 2002-12

Median household income by race and Hispanic origin of householder, 2012

## Innovations and Innovators

### Gamification

Fun ways to spend time with kids while completing daily chores

Promoting healthy eating habits

Active video games

Geocaching: a marriage between technology and outdoor activity

Plated: fun, fast cooking experience

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