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Seasonal household essentials such as wax paper, aluminum foil, dishwasher detergent, and napkins reliably surge in demand during the holiday season, when cooking, baking, entertaining, and large gatherings peak. Outside these windows, many of these categories experience steep declines in sales, signaling that consumers view them as “occasion-based” rather than year-round necessities.



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The takeaway...

- Consumers need help seeing everyday value
- Repositioning is essential for growth
- These categories need to align with more life moments and occasions

Your next move...

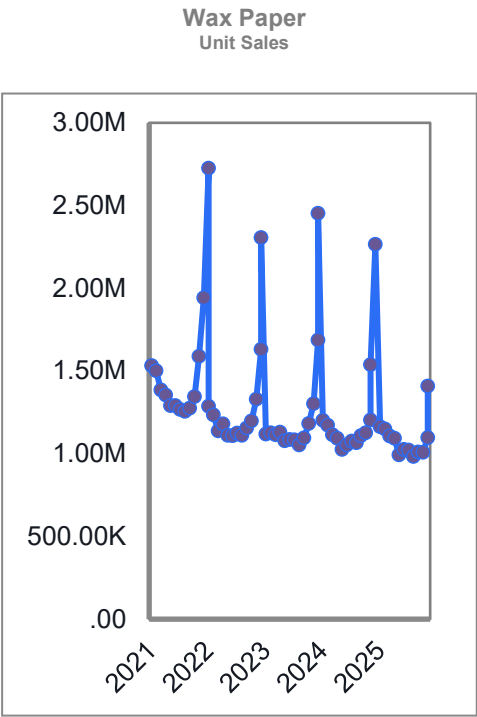
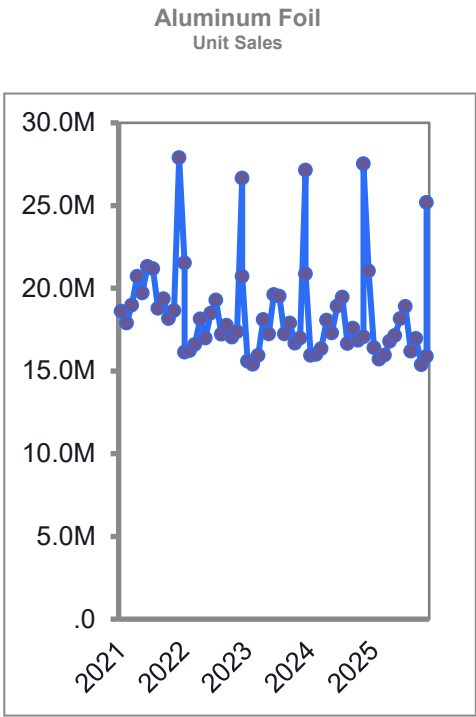
To unlock incremental growth, marketers need to reposition these products by highlighting new, alternative, and everyday uses helping consumers see ongoing value beyond the holiday rush.

Holiday Bumps Aren’t Enough: Marketers Should Create Year-Round Demand

Unlock growth by demonstrating new usages outside of peak times

Categories like aluminum foil and wax paper are highly reliant on end-of-year gathers

These categories aid in food preparation and cooking, but how else can the assist with everyday life and gatherings outside of Thanksgiving or December holidays? Can they even help consumers outside the kitchen?



Keeping it clean isn’t just for holidays

If consumers felt confident using their dishwasher to clean more than just dishes and cups, they would load it more often and increase overall usage. And as napkin sales continue to decline, introducing consumers to new, versatile uses beyond wiping hands and faces could help revitalize the category.

