

January 2017

Natural and Organic Personal Care Consumer - US

"The natural and organic personal care market has grown within natural supermarket channels with many users saying they buy more of these products now than they did one year ago. To increase sales and household penetration, players should work to reduce skepticism evoked by fragmented and confusing claims, and emphasize ...

December 2016

Prestige Beauty - UK

"The prestige beauty market fared well in 2015, driven by a positive financial sentiment driving high purchasing levels among affluent, young consumers. As prestige BPC products are purchased by both men and women because they want to treat themselves, encouraging self-indulgence will be key to driving growth going forward, with ...

Changing Face of US Healthcare - US

"Most consumers, particularly seniors, have visited a healthcare provider in the past year with the largest share of visits going to general practitioners. While healthcare costs are concerning, consumers are not very likely to discuss these costs with their healthcare provider. Some healthcare providers have an opportunity to refocus on ...

Sexual Health - UK

"Durex is by far the dominant player in the market. Far from resting on its laurels, however, the brand consistently aims to instil in young adults the importance of safe sex, with initiatives that leverage the cultural themes and media most resonant with this group. To an extent, this is ...

November 2016

Skincare Ingredient and Format Trends - US

"The skincare market is highly saturated, and brands are challenged by consumer preferences for simplicity as well as a tendency to stick with the same products each time they make a purchase, limiting product trial. Brands will focus on unique offerings to capture the attention of consumers, with Korean skincare ...

The Affluent and High Net Worth Premium Brand and Luxury Consumer - US

"Affluent and High Net Worth Individuals (HNWIs) are key consumers of luxury brands. However, these wealthy individuals are less likely to be swayed by luxury brands' marketing strategies, as they skew older, male, and retired – demographics that tend to be less engaged with consumption and fashion trends. Younger Affluent ...

Suncare - UK

"The suncare sector is estimated to show little change in value in 2016, despite a rise in usage of sun protection and self-tanning products. This is likely due to savvy shopping behaviours which have seen discounters rise in popularity. NPD in usage occasions has boosted usage in the self-tanning sector ...

Beauty and Personal Care - International

Sun Protection and Sunless Tanners - US

A hotter than average summer resulted in strong 2016 sun protection and sunless tanner sales. Brands are challenged by seasonal usage, with adults typically reserving sunscreen use for warmer summer months when sun exposure is more relevant and top-of-mind. However, interest in products with added skincare benefits, natural offerings, and ...

Beauty Devices and Appliances - UK

"The beauty devices and hair appliances sector is expected to rise in value in 2016 driven by NPD; however expense remains a barrier, particularly for beauty devices. Those interested in buying beauty devices also cited a lack of research as a reason for not buying, suggesting education opportunities. In the ...

October 2016

Vitamins, Minerals and Supplements - US

"VMS (vitamins, minerals, and supplements) is a trend-driven industry hinging on the latest health fad such as today's emphasis on digestive health and supplements containing beauty benefits. While its growth has been steady, certain players are faring better than others by meeting consumers' needs for convenience and fun, in addition ...

Shaving and Hair Removal - UK

"Driven by a spike in NPD, a rise in advertising spend and changes in hair removal trends, the shaving and hair removal category returned to growth in value in 2015 following years of decline. Consumers are showing evidence of shaving more (both at a higher frequency and a greater area ...

September 2016

Consumers and the Economic Outlook: Quarterly Update - UK

Beauty for Teens and Tweens - UK

"The popularity of beauty vloggers has proved hugely beneficial for piquing the interest of girls from a generation which is too old for toys and too young for boys in the beauty market. However, with the focus heavily on improving appearance with make-up, there exists an issue of low self-esteem ...

Beauty Devices - US

"Beauty device sales remain flat due to a struggling hair appliance segment reflecting long purchase cycles, price-driven consumers, and women delaying purchases until their existing item is broken or worn out. Skincare device sales have helped to buoy the overall market, benefiting from the relative newness of the category. Increasing ...

Men's Personal Care - US

The men's personal care market is expected to reach \$4.4 billion in 2016, representing growth of 15% when looking at the period from 2011-16. However, sales growth has slowed in recent years as the category stabilized and has been impacted by competition from a growing number of male-specific and ...

Marketing to Moms - US

"Moms today are having their first child later in life and are choosing to have smaller families. Increasing

Beauty and Personal Care - International

“For the UK, the EU referendum is one of the defining moments of the 21st Century so far, with long-term implications that will rival events as seismic as the financial crisis. The truth is, though, that this early in the process there has been little direct impact on most people’s ...

Vitamins and Supplements - UK

“Increased NPD and investment in marketing helped return healthy growth to the vitamins and supplements market in 2015. Demographically positioned vitamins proved among the biggest success stories of the year, reflecting consumer demand for more targeted health solutions and indicating that brands could generate more interest in the category by ...

Fragrances - US

“Performance in the fragrances market has been lackluster due to the saturated nature of the category, increased competition from scented personal care items, and apathy among shoppers. Interest in natural claims can present opportunities for brands to better reach consumers, while custom or boutique fragrances may encourage increased consumer spend ...

August 2016

Color Cosmetics - US

“The \$10.8 billion color cosmetics category is anticipated to experience gains in 2016 despite an intensely competitive category landscape. Category growth is highly dependent on new product development as inspired by trends in fashion and beauty. Furthermore, the trend-driven nature of the market can cause sales to be somewhat ...

Black Haircare - US

“The Black haircare market is experiencing soft sales similar to mainstream haircare. Estimated 2016 expenditures by Black consumers on haircare products are about \$2.5 billion as Black consumers flock to brands that cater to their specific haircare needs. Despite soft sales, several brands are making inroads within the category ...

Beauty and Personal Care Gift Sets - UK

childcare costs and limited benefits for working moms (such as paid maternity leave), are leading more moms to consider staying at home. Ultimately, moms today are proud of their parenting decisions and ...

Seniors and Health - US

“The number of Seniors, adults aged 65+, is on the rise and by 2021 they will account for 17.3% of the total US population. Seniors are generally optimistic about the future and are investing in their health despite the health challenges that naturally come with aging. The current age ...

Luxury Goods Retailing - International

“The global luxury market continues to grow steadily, rising by 10.4% to €142 billion in 2015. The shift from wholesale to retail among leading brands has provided a boost to the value of the market and this strategy offers an opportunity for luxury players to strengthen their high-end positioning ...

Pregnancy - US

“The US continues to experience low birth rates. Despite this, the topic of prenatal and postnatal maternal health care for women continues to intensify and brands and companies have an opportunity to be a part of this conversation. Women are up against many health ailments, affecting both the mind and ...

Fragrances - UK

Beauty and Personal Care - International

“Beauty sets remain a popular gift choice, particularly at Christmas, with high levels of festive spending keeping the market afloat. Beauty-conscious young women are most likely to ask for sets as gifts, or buy for themselves to save money on individual products. However, older consumers are less likely to buy ...

“The fragrance and body spray category has shown a decline in value in 2015 which is expected to continue into 2016 as savvy shopping behaviours persist. However, high consumer interest in fragrances with niche characteristics, such as the use of natural ingredients and high concentrations of perfume extracts, could encourage ...

July 2016

Black Consumers and Beauty Products - US

“The growing Black population, which includes a large share of iGeneration and Millennials, and interest in natural products are key positive drivers. Nurturing highly engaged consumer segments will also be important for market growth.”

Digestive Health - US

“After experiencing solid sales in 2014-15, growth in the digestive health market is expected to soften somewhat in 2016. The majority of consumers are turning to some form of OTC (over-the-counter) digestive remedy for treatment, with antacids accounting for the largest share of all digestive health remedy sales. Looking forward ...

Marketing to Baby Boomers - US

Baby Boomers are aged 52-70 and are making the transition from parents to grandparents and from full-time employment to full-time retirement. Although Baby Boomers have entered the second half of their lives, they don’t necessarily feel “old” and want to continue to have exciting, active, and fulfilling lives.

Medicated Skincare - US

“The rate of growth for medicated skincare market continues to decelerate. Anti-itch treatments remain the strongest performing segment, while foot medications, cold sore treatments, and skin growth removers continue to stagnate. Alternative treatment methods – from self-healing to home remedies and prescription care to general skincare – further exasperate the already ...

Body Care and Deodorant - US

The \$6 billion body care and deodorant market has shown fairly stable growth in recent years. Near universal routine usage of deodorant and body care presents both opportunities and challenges for future growth. Spray formats, natural formulations, and the integration of added benefits have propelled consumer interest in the market ...

Colour Cosmetics - UK

“New products, beauty bloggers and innovative campaigns will all ensure sales in the colour cosmetics market remain buoyant in 2016. Women are interested and engaged in the market, enjoying browsing stores and reading marketing communications. Understanding the needs of demographic groups, such as traditionally minded seniors and ethnically diverse Millennials ...

June 2016

Marketing to Generation X - US

Generation X is often overlooked, bookended by larger generational groups on either side (Baby Boomers and Millennials). However, in the middle stages of their life, Gen Xers are facing their own unique challenges. They are fighting a financial war on two fronts – paying off debt, and saving for the ...

Deodorants and Bodycare - UK

“The deodorants category has seen a decline in value in recent years, hampered by the rise of discounters, as well as a decline in NPD and advertising spend. The bodycare sector, on the other hand, has seen strong sales performance in recent years as consumers trade up in the prestige ...

Oral Care - UK

“Value sales growth in the UK oral care market has been increasingly undermined by falling sales in the mouthwash segment and a decline in new product launches. This underlines the importance of product innovation to the category if it is to return to a higher growth rate in the future ...

May 2016

Consumers and the Economic Outlook: Quarterly Update - UK

“Mintel’s consumer confidence data shows that the economy only has, at best, an indirect impact on sentiment. When the UK economy was outperforming most of its peers, many people were still pretty wary. However, in 2016 sentiment has continued to trend upwards, despite disappointing growth in the economy as a ...

Marketing to Millennials - US

“Although this generational group spans nearly two decades, making it hard to understand what a “typical” Millennial looks like, hallmarks of this group include their support of social change, and changing family dynamics; their penchant for selective spending in which they will scrimp in some areas only to splurge on ...

Women's Facial Skincare - UK

“The women’s facial skincare category has seen slow and steady growth in recent years, with the prestige sector driving growth in 2015; as employment rates rise, women are showing a greater willingness to spend on premium products. Whilst brands are promoting ageless beauty campaigns in 2015, focusing on NPD for ...

Teen and Tween Beauty and Personal Care Consumer - US

Teens represent an increasingly diverse and open-minded population, and as a result are seeking more relatable spokespeople in BPC (beauty and personal care) advertising and communication. Teens are also tech-savvy and engage with BPC products and trends online while ultimately making purchases in-store, stressing the need for a seamless omnichannel ...

Facial Skincare and Anti-Aging - US

“The highly competitive facial skincare and anti-aging category saw sales dip in 2015, as specialty skincare segments continue to struggle and the previously fast-growing lip balm segment also saw sales decline. However, cleansers and moisturizers show positive growth, and natural products, Asian skincare inspired products, and no-rinse cleansing products are ...

Self Diagnostics - US

“The self diagnostics market is made up of several diverse segments all aiming to give consumers insight into their health. For the two largest segments, blood pressure and blood glucose monitoring, testing is likely to be done out of necessity and can be covered by insurance, which impacts retail sales ...

Men's Facial Skincare - UK

“Sales growth has slowed in the male facial skincare market, challenged by both recruitment issues and the impact of fashion trends. The core demographic of 16-24-year-olds is declining in number and older men remain apprehensive of using facial skincare products. Male facial hair is now a mainstream trend and is ...

Gastrointestinal Remedies - UK

“Sales of gastrointestinal remedies have surged in recent years as consumers have become increasingly aware of their diet and digestive health. However, along with a growing awareness of health issues comes a greater desire to treat illness through dietary changes rather than reaching for medications, which is a challenge for ...

April 2016

Cough, Cold, Flu and Allergy Remedies - US

"US sales of cough, cold, flu, and allergy remedies grew substantially in 2015 largely due to the Rx-to-OTC switch of Flonase, a nasal allergy medication. A moderately severe flu season, coupled with a relatively ineffective flu vaccine, contributed to growth in the market. Households with children are a strong opportunity ...

Women's Haircare - UK

"The women's haircare category has struggled to grow in value in recent years, as savvy shopping behaviours see women buying branded products at discount retailers. In addition, women are washing and styling their hair less frequently, which may be driven by concern over damage. Interest in shampoos with different levels ...

OTC Analgesics and Cold and Flu Remedies - UK

"Overall, OTC analgesics and cold and flu remedies have enjoyed strong sales growth in recent years, bolstered by high levels of NPD and sustained investment in advertising, as well as a less effective flu jab in winter 2014/15. However, media headlines over the marketing of some branded analgesics could ...

March 2016

Feminine Hygiene and Sanitary Protection Products - US

Growth of the overall feminine care products market has been marginal in recent years, as it faces several challenges. Women are having fewer, lighter periods, contributing to declining usage of sanitary protection, specifically tampons. However, an aging population and increased interest in cleansing products bodes well for the adult incontinence ...

Feminine Hygiene and Sanitary Protection Products - UK

"The feminine hygiene and sanitary protection category has grown slowly and steadily in recent years, driven by

Shampoo, Conditioner and Hairstyling Products - US

The shampoo, conditioner, and hairstyling market decelerated from the previous year, growing by 2.1%. The hairstyling segment has remained stagnant due to consumers' interest in more natural hairstyles. Innovation through new product forms that are addressing consumers' concerns and hair needs, the expansion of male offerings, and better delivery ...

Disposable Baby Products - US

"After years of flat or declining sales, the disposable baby products market is bouncing back as birth rates and consumer confidence recover and parents allocate more spend to premium products."

The Beauty Consumer - US

"The beauty category showed positive growth from 2010-15 and is projected to see continued gains. Looking forward, key demographic groups include Millennials and Hispanics. Nurturing and expanding the Beauty Enthusiasts segment will also be important for product and market growth. Capitalizing on Enthusiasts' interest in experimentation, trends, free samples, and ...

Marketing to Young Adults - UK

"Whilst it may be possible to buy the attention of young adults in the short run, brands looking to foster long lasting relationships will need to look beyond price

Beauty and Personal Care - International

the feminine hygiene and incontinence sectors. The category has seen a rise in recorded advertising expenditure, with recent campaigns focusing on empowerment as a theme, whilst NPD has also been increased, contributing to ...

promotions and discounting. Hiring and rental services present a strong option for brands looking to engage with young adults, offering the ...

Babies' and Children's Personal Care Products, Nappies and Wipes - UK

"The babies' and children's nappies and wipes market continues to see sales declines as parents switch to discounters for cheaper purchases. While branded innovation returns in 2015, the slowing birth rate means the market is not expected to return to growth. Babies' and children's personal care products have fared better ...

February 2016

Beauty Retailing - Ireland

"The beauty retailing sector is a fairly resilient market in IoI given that most beauty products are deemed as daily essentials. However, the changing shopping habits of consumers has seen many venturing into discounters and online to avail of discounted prices that allow them to remain on trend without breaking ...

OTC Pediatrics - US

Illness is prevalent among children, as 90% of children younger than 12 experienced some type of ailment in the past year. Their weaker immune system combined with opportunities for interaction and germ spreading makes them especially susceptible to illness. The OTC (over-the-counter) pediatrics market has continued to grow after a ...

Drug Store Retailing - US

"The drug store market has expanded well beyond traditional drug stores to include other channels such as mass merchandisers, supermarkets, and warehouse clubs as well as mail order options that also fulfil consumers' drug store needs."

Soap, Bath and Shower Products - US

"When adjusted for inflation, total market sales in the soap, bath, and shower products market have remained relatively flat, though the inclusion of more premium benefits have helped boost sales of liquid body washes and bath products. Going forward, continued launches of products offering premium benefits, as well as product ...

Soap, Bath and Shower Products - UK

"The SBS (soap, bath and shower) market, once plagued by consumer reliance on price promotions and special offers, continues to fluctuate as consumers now trade down on daily essentials in order to treat themselves with more luxurious occasional-use items such as detox bath salts. In 2016 in-shower treatments present an ...

First Aid - UK

"The first aid category has shown a dip in value in 2015, driven by a decline in launch activity as well as reduced investment in recorded advertising spend. However with high interest in innovations in plasters/bandages, and current research showing the potential for smart bandages in the near future ...

January 2016

Beauty Retailing - Spain

Beauty Retailing – Europe provides detailed coverage of the beauty retail sectors in five Western European markets: the UK, France, Germany, Italy and Spain. The data in its entirety is contained in the single copy five-country report, which gives a full overview of beauty retailing in these markets. Single country ...

Beauty Retailing - Germany

Beauty Retailing – Europe provides detailed coverage of the beauty retail sectors in five Western European markets: the UK, France, Germany, Italy and Spain. The data in its entirety is contained in the single copy five-country report, which gives a full overview of beauty retailing in these markets. Single country ...

Beauty Retailing - UK

“Spending on beauty and personal care contracted marginally in 2015. The market remains very price sensitive and discount retailers’ customer numbers grew significantly. Even buyers of prestige brands are price conscious. The market will recover in 2016 but premium retailers must give consumers original and compelling reasons to trade ...

Managing Your Health - US

"Several factors are impacting healthcare, including an anticipated shortage of primary care physicians, resulting in an increased focus on managing one’s own health, as well as growing reliance on retail health clinics and pharmacists. At a time when the US population is experiencing significant growth among the older population, a ...

Hair Colourants - UK

“Temporary hair colour products continue to show growth in the category, as consumers consider them less damaging to hair and easier to experiment with. Growth opportunities exist in personalisation, with high interest in products tailored for hair colour and type, as well as products specifically for men. Men have shown ...

Nail Color and Care - US

Beauty and Personal Care - International

Beauty Retailing - Italy

Beauty Retailing – Europe provides detailed coverage of the beauty retail sectors in five Western European markets: the UK, France, Germany, Italy and Spain. The data in its entirety is contained in the single copy five-country report, which gives a full overview of beauty retailing in these markets. Single country ...

Beauty Retailing - France

Beauty Retailing – Europe provides detailed coverage of the beauty retail sectors in five Western European markets: the UK, France, Germany, Italy and Spain. The data in its entirety is contained in the single copy five-country report, which gives a full overview of beauty retailing in these markets. Single country ...

Beauty Retailing - Europe

Beauty Retailing – Europe provides detailed coverage of the beauty retail sectors in five Western European markets: the UK, France, Germany, Italy and Spain. The data in its entirety is contained in the single copy five-country report, which gives a full overview of beauty retailing in these markets. Single country ...

Beauty Retailing - US

"US retail sales of beauty products reached \$46.2 billion in 2015 and are slated to grow to \$51.8 billion by 2020, for a gain of 12%. This slow and steady growth will be fueled by a stronger economy, as well as by population gains among women (and men ...

Marketing to Men - UK

“Half of all men admit that they are largely apathetic towards advertising, reflecting how many find themselves unable to identify with the men they see in ad campaigns. There is now an opportunity for brands to change this, with brands using advertising to more fully identify with the average man ...

Beauty Online - UK

Beauty and Personal Care - International

"Although growth in the nail care and color market has slowed since 2013, interest in gel polish manicures, nail treatments, and more natural nail care represent key opportunities. Effective outreach to Millennials, moms, and Hispanics via product offerings, digital technology, and targeted marketing can help revitalize the market."

"The continued use of technology has resulted in 2015 being an innovative year for beauty brands online, with apps and social media initiatives expanding audiences. The importance of video content in the beauty market keeps consumer engagement; tutorials have become invaluable for young women especially. However, the threat of counterfeit ...

January 1970

Oral Care - US

"The US oral care category has suffered from slow growth in recent years and grew only 2.2% in 2016. Near universal penetration of everyday products such as toothbrushes, toothpaste, mouthwash, and floss leave little room for increased usage. Opportunities exist in key demographics such as Hispanics, households with children ...