

## August 2011

### Beauty Online - US

Mintel's first *Online Beauty* report explores and defines a young and growing e-commerce segment that, prior to this decade, was barely a blip on the internet horizon.

## December 2010

### Children's Personal Care - US

The economic downturn has impacted sales in a variety of categories and children's personal care (CPC) is among them. While parents are as frugal as ever, it is also evident that there are significant opportunities for companies that focus their product development and marketing efforts on key segments of the ...

## November 2010

### Men's Fragrances - US

The U.S. men's fragrance market sold through food, drug, and mass channels excluding Walmart (FDMx) has been in steady decline since 2007, and shows no signs of reviving as long as the economy continues to stagnate. This poor climate has likely led nearly half of men surveyed by Mintel ...

### Sun Protection and Sunless Tanners - US

The sun protection and sunless tanning market has been steadily increasing since 2005 through FDMx (food, drug, and mass merchandisers not including Walmart) outlets, reaching \$701 million in 2010. A focus on "ultra" and "sport" protection, SPF protection levels of 100+, and added multiple benefits have driven this growth. It ...

## September 2010

### Women's Fragrances - US

A demographic shift has been taking its toll on the fragrance market since 2005. The growing population of Baby Boomer women are purchasing less perfume, and fewer teens are moving into the fragrance market to make up for reduced usage. Compounding these factors, the recession hit the fragrance market hard ...

### Men's Grooming - US

The US men's grooming market, as sold through food, drug and mass stores, will benefit from a growing male population between 2010 and 2015. As most population growth will occur among senior men—who are less likely than younger men to use a range of grooming products—grooming brands must make the ...

### Black Haircare - US

Historically, black consumers have shopped at hair salons and beauty supply stores for their haircare needs. While that is still the case for a large number of

shoppers, given the state of the economy, many black consumers are taking a closer look at FDMx outlets, which tend to offer better ...

### July 2010

#### Oral Care - US

An economizing mindset among some consumers has been sufficient to keep sales growth in check over the last three years in the oral care products category. In this environment, competition has only become more intense. A handful of successful new product launches have won market share, but have failed to ...

#### Body Care - US

The U.S. body care market, as sold through food, drug and mass channels, has been in slow decline since 2008, as the persisting effects of the recession tighten household budgets and the stream of new products runs thinly. The market is driven mostly by demographics, with women, as well ...

### June 2010

#### Color Cosmetics - US

Mascara sales have been driving growth in the color cosmetics market since 2009, as women have been gravitating toward a more intense look for the eyes. Bolder, longer and thicker lashes are the goal, while lip makeup and foundation purchases have taken a back seat. Color choices in face makeup ...

### May 2010

#### Private Label Soap, Bath and Shower Products - US

In this report, Mintel takes a closer look at the world of private label as it relates to soap, bath, and shower products. While the poor economy and prolonged recession has spurred consumer interest in lower-priced household items, there are surprises in even the personal care category, as private label ...

#### Sanitary Protection and Feminine Supplies - US

As a foundation, products for sanitary protection and feminine hygiene need to be effective, so advances in technology play a key role in the success of a product. In the past few years, advancements in the effectiveness of tampons and pads have given manufacturers the ammunition they need to embark ...

#### Haircare: Shampoo, Conditioner and Hair Styling Products - US

Haircare sales have suffered in the last two years, not only from a weak economy, but also from a relative lack of major new product breakthroughs to rekindle interest and engagement in the category. Still, marketers continue to fight for market share through a variety of means including line extensions ...

## April 2010

### Natural and Organic Personal Care Products - US

This report explores the NOPC market and includes insights on how this market is evolving. The market has the potential to be far larger than it currently is, stifled by a lack of clear industry standards surrounding the very definition of “natural” and “organic” personal care. The resulting consumer confusion ...

## March 2010

### Beauty Retailing - US

The color cosmetics and facial skincare shopping experience in the US can leave women overwhelmed by choices from brand lines to retail channels. While pricepoint serves as a baseline for most beauty purchases, the desired retail experience is more elusive to define. This report looks at the way women shop ...

### Anti-aging Skincare - US

The US anti-aging skincare market is enjoying solid and at times robust growth in 2010, buoyed by a consumer base that is in large part unwilling to give up such products despite the current economic recession. While a number of consumers appear to be trading down to less expensive brands ...

### Disposable Baby Products - US

This report examines the market for disposable baby products including diapers, training pants, wipes/moist towelettes, as well as cleansing and care products. Using sales data along with Mintel’s proprietary GNPD, results from the Experian Simmons NCS/NHCS, and Mintel’s exclusive consumer survey, Mintel analyzes the increasingly competitive disposable baby ...

## February 2010

### The Beauty and Personal Care Consumer - US

The beauty and personal care consumer is beset by a number of challenges in 2010, including the ongoing US recession, a multitude of often confusing choices in the BPC (beauty and personal care) aisle, and differing product claims. Mintel’s exclusive consumer survey strategically approaches the BPC consumer by asking how ...

## January 2010

### Facial Skincare - US



## Beauty and Personal Care - USA

The market for facial skincare has experienced steady growth since 2004, albeit slower since 2007, with sales struggling a bit due to the weak economy and recession. Anti-aging facial skincare products continue to be the fastest-growing segment of the facial skincare market, and remain ahead of cleansers as the largest ...