

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.

January 2011

Toothbrushes - Europe

Toothbrushes are the workhorses of the cosmetics market – everyday staples that consumers often view as boring necessities. This attitude has created a highly commoditised category characterised by a constant round of price cuts and multi buy offers for manual toothbrushes, and frequent special offers for their electric and disposable ...

Natural and Organic Personal Care - Europe

The European natural and organic personal care market has been one of the most dynamic areas of the beauty industry, inspiring a wealth of media coverage and, seemingly, unstoppable consumer interest. However, good intentions have not necessarily translated into sales, and the market remains niche – and a relatively small ...

Babies' and Children's Personal Care - Europe

Supported by active new product development and sustained value growth, the UK baby care market remains the largest of the 'Big 5', equalling some £375 million (or €447 million) in 2010. Recent European product innovation has generally focused on baby care for sensitive skin and botanical/herbal products, with parents ...

December 2010

Anti-ageing Skincare - Europe

Facial skincare was one of the strongest beauty categories of the last year in the 'Big 5', resisting recessionary pressures to reach a total of €6.07 billion in

Toothpaste and Mouthwash - Europe

In contrast to the stagnant toothbrush market (see Mintel's *Toothbrushes – Europe, December 2010*), toothpaste and mouthwash had a happier time in 2010. Mouthwash put on ground rapidly across Europe, while toothpaste too has its bright spots.

Vitamins and Supplements - Europe

As consumers across Europe have become increasingly aware of the benefits of a healthy diet, the demand for healthy food as well as vitamins and dietary supplements has risen over the last two decades. The emergence of a body of medical evidence linking diet to physical health has also encouraged ...

Suncare - Europe

It might have been expected that the European suncare market would be an early casualty of the economic downturn as consumers economised on holidays and thus on their suncare purchases.

Men's Fragrances - Europe

The men's fragrance market in Europe has experienced an extreme few years. Fragrance creation has been pushed into new directions. This is in part due to the

Beauty and Personal Care - International

2000 and set to hit a total of €6.2 billion by the end of 2010. It appears that while women ...

recession, which as it continues to dampen sales, has left an imprint that is continuing to prompt fragrance companies to rethink launches ...

Lip Care - Europe

The lip care category shares many characteristics of two other beauty categories – lip make-up and sun care.

Women's Fragrances - Europe

Women's fragrance has demonstrated an element of resistance to the economic downturn, particularly in the UK which continued to grow in value sales. Matters could certainly have been worse for Italy, Germany and France, although Spain has been hit hard. Usage levels, however, remain very high throughout the 'Big 5'.

Beauty Online - UK

Beauty is a small, yet rapidly developing online market. It has more than doubled in size between 2005 and 2010 to an estimated value of £420 million and experienced a hike in the number of shoppers in first quarter of 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 ...

Bodycare - Europe

Bodycare has always been the poor relation in comparison to facial skincare, with only the hands on view year-round. Bodycare sales are highly seasonal and, viewed by many as an indulgence, are high on the running order of products that can be crossed off the shopping list when times get ...

High Street vs Out of Town Shopping - UK

The report considers the importance of store location in retail strategies by assessing trends in out of town, in-town, and home shopping patterns and analysing the attributes of different shopping locations that motivate and attract shoppers.

November 2010

OTC Pediatrics - US

With the exception of a sales boost in 2009 motivated by the H1N1 flu pandemic, the children's over-the-counter (OTC) remedy market has suffered over the last three years from negative publicity resulting from a steady stream of events, including multiple recalls, a plant closing, and an ongoing inquiry into the ...

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 ...

Marketing to Kids - US

Kids 6-11 are a diverse group: some are still very much children, while others are on the threshold of their teenage years. Some are starting to wrestle with issues of self-esteem, while others are still content to watch their favorite television shows and play with their toys. Some want fame ...

Suncare Preparations - UK

While the UK's love affair with a tanned appearance continues, with nearly half of consumers believing that a light tan makes them look better and healthier, educational campaigns warning of the risks of sun exposure are having an effect.

Men's Grooming - Europe

The €5bn market for dedicated male grooming products has achieved a great deal in a relatively short time. The industry's greatest achievement, arguably, has been to convince younger men that they need their own C&Ts; and that it is now permissible – even stylish – to take an interest in ...

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 ...

October 2010

Budget Shopper - US

The official announcement that the recession came to an end in June 2009 seems out of sync with the reality of most Americans still feeling the effects of the downturn. Reflecting an enduringly recessionary mindset, a majority of consumers continue to say that they are budgeting their money more than ...

Hair Care, Colourants and Treatments - Europe

The hair care market has suffered mixed fortunes over the last couple of years, with some categories flourishing, whereas others have stagnated or even fallen.

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

OTC Internal Analgesics - US

Growth in the OTC analgesic market has been stunted, as consumers feel the effects of both the difficult economy and a slew of product recalls in the sector. Branded products face an unprecedented challenge from private label manufacturers. Future growth prospects will depend on the ability of marketers to reignite ...

Conditioners - Europe

While shampoos enjoy near complete penetration in the ‘Big 5’ countries and much of Europe, conditioners are still fighting for their place in the bathroom. Conditioner penetration varies from a high of 73% in the UK to just 40% in France.

Sanitary Protection - Europe

Feminine hygiene and sanitary protection markets in Western Europe have slowed down in recent years due to negative demographic trends, commoditisation of certain product categories (such as towels) and the impact of the recession. Eastern European markets have been more dynamic as a result of the growing purchasing power and ...

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

make up for reduced usage. Compounding these factors, the recession hit the fragrance market hard ...

Private Label OTC Healthcare - US

While the recession has put a halt to sales growth in many large CPG product categories, overall sales of over-the-counter (OTC) remedies have continued to grow at a slow, steady pace over the last few years. Market share for lower-priced private label products, however, have risen sharply. The economic downturn ...

Nail Care - Europe

After the face and hair, hands are the part of the body most on show. Yet the market for hand and nail care remains tiny in comparison to the rest of the personal care market. European women have a long, long way to go before they catch up with their ...

Luxury Goods Retailing - International

This report differs from other Mintel retail reports in that it looks primarily at companies involved in design, manufacturing and distribution, rather than just traditional retailing. The consolidated revenues from these companies (and our market size – see definition below) therefore include elements of retail turnover, wholesale sales to franchisees ...

August 2010

Women's Fragrances - UK

The UK women's fragrance market is rapidly changing. Valued at an estimated £739 million in 2010, with modest growth of 2.4% year on year, the market has been reasonably well preserved during the economic recession. However, financial pressures have instigated a shift in consumer behaviour that fragrance brands need ...

Female Beauty and Personal Care Consumer (The) - UK

In a beauty and personal care market already worth approaching £14 billion (including products and services such as hairdressing, see Mintel report British

Beauty and Personal Care - International

than younger men to use a range of grooming products—grooming brands must make the ...

Shampoo - Europe

The phrase “bad hair day” was coined by trichologist Philip Kingsley nearly 50 years ago but it still resonates today. Hair can have a vital psychological impact on how people feel about themselves, something the haircare industry is more than aware of.

Men's Fragrances - UK

This report examines the UK market for men's fragrances including pre-shaves, aftershave lotions, balms, conditioners and gels, eaux de toilette and eaux de parfum products and colognes.

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 ...

Marketing to Dads - US

The extensive media attention that moms' increasing influence over many aspects of family life has received in recent years has overshadowed a quiet revolution underway among dads. Just as moms are now exerting even greater control over traditionally male product categories such as cars and computers, dads are putting in ...

Diabetics: Attitudes and Behaviors - US

Some 23.5 million adults have diabetes and another 57 million were pre-diabetic in 2007. Diabetes is one of the gravest health threats facing the country.

Beauty and Personal Care - International

Lifestyles, August 2010), there is still plenty of scope for innovation and further growth. Women have a good understanding of basic skin types and are well practised ...

British Lifestyles 2010 - UK

Britain has emerged from the recession but is faced with a long and lingering period of uncertainty. Consumers remain wary about the future, and this is reflected in spending habits and attitudes about what is 'essential'.

Department Store Retailing - US

While the economy continues to show lackluster performance and many retailers are struggling to achieve sales targets, some innovative department stores have been able to make significant gains in the latter two quarters of 2009 and the first half of 2010. Clearly, there are opportunities for growth, yet it is ...

Eye Care - Europe

Facial skincare has led the cosmetics market, both in terms of dynamism and innovation for a number of years. As the category has evolved, facial skincare products have featured increasingly ambitious claims and, in parallel, have become increasingly specific. One area to benefit from this approach is the eyes.

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 ...

Deodorants - Europe

Deodorants and antiperspirants have been commercially available for many years and their basic principles have not really changed. Deodorants are designed to prevent

Colour Cosmetics - Europe

Some make-up markets have weathered the recession rather well. In fact sales in Germany, Italy and the UK rose in 2009, even if there were declines in Spain and France.

Soap, Bath and Shower Products - Europe

While some personal care categories have been affected to some extent by the economic uncertainty of the last year, bath and shower products have been given a clean bill of health. Personal cleansing items are regarded as daily essentials and consumers are unwilling to cut back on their usage for ...

Marketing to Affluent Consumers - US

In difficult economic times, recovery may depend on the willingness of more affluent consumers to spend. However, roughly two-thirds of affluent respondents to Mintel's survey say they are cutting back because of the economy, demonstrating the breadth of the Great Recession. To survive this climate, luxury and aspirational brands must ...

Facial Skincare - Europe

When recession hit Europe in late 2008, there was every reason to fear that the facial skincare market would suffer as a result. However, while consumers reined back their spending in certain areas, they continued to invest in facial skincare.

Male Grooming and Personal Care Consumer - UK

This is the first time that Mintel has examined men's attitudes towards grooming and personal care. The

Beauty and Personal Care - International

body odour, whereas antiperspirants are formulated to control sweat and thus minimize odour. Over recent years, antiperspirants that mask odours have become the mainstay of the market.

report complements Mintel's reports Men's Grooming – UK, June 2010 and Men's Fragrances – UK, September 2010 and examines how men's attitudes towards the beauty and personal care industry can be built upon ...

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 ...

First Aid - US

The first aid category is facing a number of challenges: the growth of private label, consumers trading down because of the recession, and a paucity of strong brands. Insightful market research can help companies meet these challenges. To that end, this report provides:

Marketing to Millennials - US

Millennials, the children of the Boomers, are the next generational bulge, and as they move through their career stages, the impact of their buying power will reflect their numbers and be immense. Tapping into this generational segment as they begin their adult lives is important for brands hoping to establish ...

June 2010

Contraceptives - US

The U.S. market for OTC contraceptives sold through food, drug, mass and convenience stores has posted solid sales growth between 2004 and 2010, driven by a range of dynamic factors. These factors include the high number of consumers who wish to avoid pregnancy, specific demographics who are the most ...

Cosmetic Surgery - UK

- Between 2008 and 2010, the UK market for cosmetic surgery is estimated to have grown by 17% to reach an estimated worth of £2.3 billion. Non-surgical procedures are estimated to account for more than 90% of all procedures and for almost three quarters of revenues in 2010.
- Cosmetic surgery ...

Student Lifestyles - UK

This report takes the general theme of 'Students as Consumers' and asks the question:

Men's Grooming - UK

- Despite growing interest in personal appearance amongst men and a greater acceptability of using products such as skincare, over the last three years the UK's £484 million men's grooming market has grown only marginally, by just 3%.
- Men are reluctant to experiment with their appearance. Just one in ten often ...

Family Purchases: Kids as Influencers - US

Color Cosmetics - US

Beauty and Personal Care - International

Kids and teens often influence what their parents purchase on their behalf and play a key role in determining what type of foods and entertainment will be purchased for the family household. At the same time, the FTC and other agencies are regulating advertising directed at kids more closely than ...

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 ...

Cough and Throat Remedies - US

The US cough and throat remedy market is driven by a range of factors, including the seasonal severity of colds and flu; population growth among children, seniors, and women, particularly those with young children (who are all more susceptible to contracting colds and flu); and the recession, which has further ...

Analgesics - UK

- Growth in consumer expenditure on over-the-counter (OTC) analgesics has slowed in the last two years. Recession is not the sole explanation. The proportion of adults using analgesics has declined and cheaper own-label products have put price pressure on branded products.
- Positive news for analgesics is that they remain an essential ...

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 ...

Role of Packaging in Beauty Innovation - UK

This is the first time that Mintel has examined the role of packaging in the beauty and personal care industry. This report looks at what influences people's purchasing decisions and how influential packaging is compared to price, special offers, brand loyalty and scent, amongst many other factors. By delving deeper ...

Green Marketing - US

Despite increased awareness and interest in green living and climate change, the job of the green marketer has not been made easier. Corporate ethics is now a major field of study and an important focus area for many companies. This increased level of competition makes acquiring the consumer's attention ...

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

Marketing to Black Moms - US

In an increasingly diverse society, advertisers can no longer afford to overlook the Black community as a significant consumer group. Black moms in particular are earning more money, postponing childbirth and living more independently than ever. On average, Black moms—regardless of household income—are more likely to choose name brand items ...

Soap, Bath and Shower Products - UK

- Despite an overall rise in the number of new launches, the soap, bath and shower category accounts for a declining share of beauty and personal care launches. The sector lacks excitement and is failing to engage consumers at the point of purchase with its new launches.
- After a couple of ...

Consumer Attitudes Toward Luxury Goods - US

The poor economy has influenced US consumer attitudes and their purchasing behavior for all consumer products and services. The word luxury is used so often that its meaning has become diluted. The terms affluent luxury and aspirational luxury are also blurring as premium brands trade down and mid-priced brands trade ...

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 ...

Smoking Cessation Products - US

Despite an environment that makes it increasingly difficult for smokers to light up, sales of smoking cessation products (SCPs) are lackluster. Cigarette taxes are at an all time high, and smoking bans have relegated smokers to “back rooms and alleyways.” At the same time, the recession proves to be ...

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

Allergies and Allergy Remedies - UK

Natural and Organic Beauty - UK

Beauty and Personal Care - International

- An estimated 21 million adults in the UK suffer from at least one allergy, with 10m suffering from more than one. Opportunities exist in the allergy testing sector as only half of sufferers have been medically diagnosed.
- A quarter of adults believe that nearly everyone claims to be allergic to ...

This is the first time Mintel has examined the UK market for natural and organic beauty and personal care products. However, the subject has been touched on in Mintel's report *Consumer Attitudes Towards Beauty Product Ingredients – UK, May 2009*. This report expands on the section dealing with new natural ...

Green Living - US

Before the beginning of the recession, the “green” marketplace was one of the fastest growing sectors of the US economy. Though economic factors have slowed growth in this sector, consumers remain committed to green shopping. In this report, Mintel examines the size, scope, and growth of the “green” consumer marketplace ...

Marketing to Moms - US

The well-established notion that moms control or strongly influence most of a household's spending is taking on even greater significance as the Great Recession continues to motivate American families to re-evaluate what's truly important in their lives. Understanding moms' perspectives and priorities has never been more important to brand marketers ...

Beauty Retailing - Italy

Mintel European Retail Intelligence provides independent, expert coverage of the major retail sectors throughout Europe. Each title in this series analyses retailing trends in up to 19 European markets, including the Scandinavian nations and Eastern European countries such as the Czech Republic and Poland as well as the major Western ...

Beauty Retailing - France

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Beauty Retailing - Spain

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Beauty Retailing - Germany

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Beauty Retailing - Europe

The 2010 Mintel report series on *Beauty Retailing in Europe* covers the beauty market in six countries, France, Germany, Italy, the Netherlands, Spain and the UK. This data in its entirety is contained in the single copy six-country report, which gives a full overview of beauty retailing in these markets ...

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



Beauty and Personal Care - International

Facial Skincare - US

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 ...

American Lifestyles - US

A variety of measures indicate that the economy did not significantly improve in 2009, as many had hoped. Unemployment rose steadily throughout the first three quarters of 2009 and reached a 28-year high of 10.2% in October. Consumer confidence climbed from the unprecedented lows observed in Q1 but remained ...

Beauty Retailing - UK

Promotions and special offers resonated with very large numbers of shoppers, equivalent to 22 million adults – 2009 was the year of the 'deal-conscious shopper'. Retailers have responded to changing consumer needs during the recession by increasing their promotional activity, offering deals like 3 for 2's or buy one ...