

### December 2012

#### Household Hard Surface Cleaning and Care Products - UK

“Home hygiene is the top reason for using hard surface cleaners, so antibacterial products will continue to increase their share of the market. Concern about germs also extends to away from the home, so on-the-go disinfectant products for use in the workplace or in public places is an opportunity for ...

#### Household Surface Cleaners - US

“While an economizing mindset sets the tone for much of the category, surface cleaner purchasers are motivated by more than just price. Surface cleaners that facilitate quick and easy cleanups continue to gain in popularity as do products offering fresh approaches to tough cleaning problems. In addition, consumers are placing ...

#### Smoking Cessation Products - US

“Sales of smoking cessation products are expected to continue to experience growth. However, growth is limited as the market faces many challenges, such as domination from private label brands and a decreasing consumer base.”

### November 2012

#### Health and Fitness Clubs - UK

“Health and fitness club brands are also obvious candidates to stand out within the crowded health and fitness apps market.”

#### Supermarkets: More Than Just Food Retailing - UK

“The dominance of the major food retailers is still developing. Their offer is being refined – both in store size and product offer. There is still scope for growth in non-foods and services and the next decade will see all

#### Suntan Products - UK

“Suncare occupies a strategic position between beauty and healthcare. At one level it competes with skincare, facial and body; on another level it has a therapeutic orientation in the prevention of sun burn and skin cancer. The challenge is to harness key consumer behaviours to make staying safe in the ...

#### Medicated Skincare - US

“The medicated skincare market can expect to see growth in the coming years due to skin irritations being a common occurrence for many consumers. However, the market faces some challenges: most consumers only purchase products to treat a single occurrence of an irritation, there are growing concerns around the use ...

#### Supermarkets: More Than Just Food Retailing - Europe

This report series covers the 19 leading economies of Western Europe. In total these countries account for around 95% of all European retail sales, excluding Russia. The remaining ten countries are either too small (e.g. Luxembourg) or are not sufficiently well developed to warrant detailed coverage (e.g. Romania ...

#### Hispanics and Household Products - US

“The likelihood of Hispanic consumers purchasing various types of household products and their attitudes toward these products are among the key issues discussed in this report. Hispanics seek dependability

the majors seek to enhance their store portfolios and the ...

## Air Treatment - US

“The size of the air treatment appliance market can fluctuate from year to year based on the weather, the economy, or other external factors. In spite of post-recession gains, however, overall category sales have yet to reach their 2007 level. In order to sustain faster growth, marketers will need to ...

## Dieting Trends - UK

“Despite rising levels of obesity and the large swathes of the population who are trying to lose weight, the diet and weight control food market is stagnating. Although the overriding perception that ‘light’ products are overpriced is undoubtedly limiting their appeal, consumers’ scepticism over their healthiness is also a major ...

## Hair Colourants and Home Perms - UK

“Although 2012 hasn’t seen much in the way of new technology, there have been innovations in advertising, with brands using technology apps and social media to engage consumers. With an ageing population however, and older consumers less likely to colour their hair, the market may need to adopt a different ...

## Sun Protection and Sunless Tanners - US

“As skin cancer and sun protection awareness campaigns continue to warn consumers about the dangers of UV exposure and the FDA continue to propose tightened product regulations, manufacturers will need to stay ahead of the curve in order to maintain consumer confidence in the category.”

## October 2012

## Pest Control Products and Services - US

## Household and Personal Care - International

and trust when buying household products, and having past experience with an item is the leading factor in what leads them ...

## Diet Trends - US

“The diet industry is expected to do well in light of the current obesity epidemic. However, with sales of certain products down, consumers are turning to products that provide long-term wellness solutions rather than a quick fix. Diet brands poised to help consumers make lifestyle changes will be effective.”

## Water Filtration - US

“The water filtration market can expect to see growth in the next few years due to the cost, health, and environmental benefits that consumers associate with this market. However, the market faces strong competition from bottled water and tap water. Water filtration companies should look to how to make their ...

## The Laundry Consumer - UK

“Laundry patterns continue to evolve in response to product developments in both appliances and detergents, with a move towards more washing on low temperatures and quicker cycles one of the biggest trends over the last few years. New product marketing will continue to focus on changing the wash patterns of ...

## Gastrointestinal Remedies - UK

“The outlook for the gastrointestinals market is lacklustre with value sales struggling to gain momentum hampered by low and declining usage, lack of targeted product development and own label activity. However, there are stimuli that could positively shape the market but brands need to radically review the orientation of launch ...

## Private Label Trends in Household Cleaning Products - US

## Household and Personal Care - International

“Pest control companies and brands can expect to see growth in the next few years as this category of products and services is viewed as a necessary expenditure. However, the market is highly saturated and new product innovation is challenging. Pest control products and services may need to consider extending ...

“The deepening of the 2007-09 recession helped drive strong increases in private label market share in nearly every household product category and segment. However, while consumers remain as budget conscious as ever in a tepid economic recovery, household product store brands collectively have lost share in 2011 and 2012. Leading ...

### Exercise Trends - US

“The recession caused many Americans to reevaluate how they were spending their money. One of the things to be cut was usually gym memberships or workout plans. Consumers adopted ways to save money on fitness and have carried these practices through into recovery. Additionally, consumers continue to seek new and ...

### Air Fresheners - UK

“To take air care products beyond eliminating odours and freshening rooms, future product development should focus on improving air quality and providing health and wellness benefits. This would help take the air care market closer to the health and personal care market through helping to prevent the spread of germs ...

### Men's Toiletries - UK

“Brand loyalty is the biggest strength of the male toiletries industry and maximising on this continues to be important for the market. Innovative marketing and strong communication are the main areas that brands need to be working on, making all the difference between a dynamic sales performance and a more ...

### Men's Grooming and Toiletries - US

“While there are no easy solutions to understanding the saturation point of the men’s grooming market, understanding the functional benefits that are desired by men and communicating those benefits in advertising will likely be the best way to resonate with this consumer.”

## September 2012

### Home Laundry Products - US

An economizing mindset continues to weigh heavily on the home laundry market, resulting in a 3% sales decline between 2007 and 2012. In spite of the downward sales trend, consumer interest and engagement remains strong in the \$9 billion category. Considerable opportunities exist for brands that offer innovation, improved performance ...

### The Personal Care Consumer - US

The beauty and personal care consumer remains primarily feminine and continues to worry about aging, dry skin, and damaged hair. However, the market demographic appears to be shifting and new groups are looking for new products. Women as young as 25 show concern over aging and are looking for products ...

### First Aid - US

First aid products and treatments naturally correspond to consumer injury and illness. As it is difficult to increase the need for these products, marketers need to be especially savvy about increasing awareness and usage of first aid accessories and treatments. Therefore, consumer education is key to making brands top of ...

### Vitamins and Supplements - UK

“When it comes to health and wellness today’s information-driven consumers seek advice from a number of quarters but it is recommendation that carries the highest weight influencing purchase of vitamins and supplements amongst six in ten users. With personal recommendations, or those from experts, being the biggest driver for buying ...

### Toilet Cleaning and Care - UK

### Air Fresheners - US

## Household and Personal Care - International

“With a reduction in product usage, volumes and value sales, the flush treatment segment of toilet care is in need of reinvigoration. Promoting the importance of such products for continuous toilet cleaning in terms of not just freshening but also keeping the toilet free from germs and stains could convince ...

Air freshener sales have been declining over the last few years as a result of macroeconomic conditions that have caused consumers to cut back on their spending, particularly on products such as air fresheners, which are a more discretionary purchase. However, some air freshener brands and product segments have posted ...

### Meat-free and Free-from Foods - UK

“The sizeable group of health-conscious consumers are ripe for targeting through vegetarian/meat-free foods and meat substitutes, possibly along the lines of ‘stealth health’, encouraging families to swap a meat-based meal for one that is vegetarian and therefore better for them.”

### The Private Label Hispanic Consumer - US

According to the U.S. Census Bureau, the Hispanic population is expected to reach 61.1 million by 2017, a 15.6% increase from 2012. Additionally, Hispanic spending power is expected to climb to nearly \$1.7 trillion by 2017, from nearly \$1.2 trillion in 2012. Hispanic households are ...

## August 2012

### OTC Pediatrics - US

The OTC pediatrics category has estimated total U.S. 2012 sales of \$1.4 billion with an increase of 7.5% versus a year ago. As impressive as that figure is, it would undoubtedly be even larger if not for a number of recalls in recent years from high-profile companies ...

### Children's OTC and Healthcare Products - UK

“Adopting a more holistic approach could give a good boost to the Children’s OTC market. Providing parents with skills to offer their baby relief from symptoms of minor ailments such as colic, teething, and constipation will be key to expanding the children’s OTC market. Independent healthcare companies could take a ...

### Black Haircare - US

The Black haircare market is estimated to be \$684 million in 2012, a slight decrease from the \$687 million posted in 2007. This category has been impacted by the prolonged recession, which has hit Black consumers harder than it has the general population. While this has been beneficial for the ...

### Convenience Stores - US

Mintel’s proprietary research finds that overall usage of convenience stores is far-reaching, and frequency of visits is high. However, challenges exist for industry players to establish brand loyalty. A highly fragmented retail landscape and a potluck-style product mix contribute to the common consumer perception that convenience stores are “all pretty ...

### Fabric Care - UK

“With a decline in sales seen over the last year, fabric care brands need to look at a variety of different angles for creatively promoting usage of their products. A variety of themes could be used to prove the effectiveness of products, including getting rid of stains from and freshening ...

### Sports and Energy Drinks - UK

“With around three in ten consumers sceptical that sports and energy drinks ‘do what they claim’ the market should take inspiration from the cosmetics industry in terms of proving the science behind the functional claims, helping to justify the category’s position as a more expensive product and alleviate any concerns ...

### Household Batteries - US

### Candles - US

## Household and Personal Care - International

The household batteries market has declined 10% between 2007 and 2012 as many of the most power hungry mobile devices, such as cameras, music players, and others, have shifted to dedicated or built-in rechargeable power sources. Still, household batteries remain a ubiquitous presence in the home and are widely used ...

Candle sales have been declining over the last few years as a result of macroeconomic conditions that have caused consumers to scrutinize how they spend their dollars and take steps to minimize their spending of discretionary income. However, some candle brands in the FDMx market have posted sales growth during ...

### July 2012

#### Sexual Health - UK

“Overall the sexual health picture is not as positive as might have been predicted a year ago. Perhaps for greatest overall effect messages have to be delivered at the point of sale, to emphasise the importance of consistent use of condoms. To reach non-regular users, maybe brands could consider taking ...

#### Household Cleaning Equipment - UK

The market for household cleaning equipment has shown solid growth over a period when spending on many other larger household items has been curtailed by low consumer confidence due to the recession and a weak housing market. The essential nature of purchasing and continued importance attached to maintaining a clean ...

#### Home Shopping - UK

“The days when home shopping was distinct from store shopping are over. It’s only analysts who try to make the distinction. For everyone else it is just shopping. And shopping is changing rapidly. If there is one clear message of this report it is that home shopping and store shopping ...

#### Household Cleaning Equipment - US

Difficult economic conditions continue to put pressure on the household cleaning equipment market, which has seen sales decline in four of the last five years. Changing cleaning habits are also evident in marketplace results as cleaning equipment emphasizing convenience and ease continues to gain share. Putting the category back on ...

#### Healthy Snacking - US

At a time when America’s obesity problem is receiving extensive coverage from the media, consumers are becoming more aware of the long-term potential health implications of their eating habits. Unlike some other eating occasions, snacking is most associated with fun and perhaps even indulgence, which can make it challenging for ...

#### Contraceptives - US

Sales in a variety of categories declined during the recession. However sales of OTC contraceptives spiked in 2009 and continued to grow in 2010 and 2011. While this growth is encouraging, it is also apparent that few manufacturers and retailers have been able to fully capitalize on growing demand for ...

#### Shopping for Groceries - US

Total retail sales of groceries sold through supermarkets and drug stores reached \$337.7 billion in 2011 and are expected to reach \$347 billion in 2012. The grocery market saw a slight slowdown in 2009 and 2010 as a result of the recession, yet is positioned to grow annually through ...

### June 2012

#### OTC Painkillers and Cold and Flu Remedies - UK

“Big OTC brands in the UK are working in stressed market conditions, as cash-strapped savvy consumers buy lower-priced alternatives based on key ingredients. Brands are already making significant strides to introduce innovative products, but they face tough times ahead as the economic background continues to put pressure on household budgets ...

#### Oral Care - US

The U.S. oral care market continues to feel the impact of the stagnant economy, growing modestly in 2011 with the expectation that this modest growth will continue into 2016. However, population growth from key users of oral care products—women, Boomers, and Hispanics and Blacks—should help the market steadily grow ...

#### The Budget Shopper - US

Popularized during the height of the recession, the term “budget shopper” referred to a consumer who was struggling to make ends meet by scrutinizing costs, weighing out the pros and cons of nearly every purchase, and making spending cutbacks wherever possible. Although the recession officially ended in 2009, consumer attitudes ...

#### OTC Internal Analgesics - US

The \$3.766 million over-the-counter (OTC) internal analgesics category has experienced some setbacks in the past few years. Product recalls among major brands have resulted in large sales losses by leading companies, and leading to a 5% dip in overall category sales from 2006-11. However, Mintel’s custom research finds that ...

### May 2012

#### Household Polish and Specialist Cleaners - UK

“Owning a number of brands within household cleaning offers benefits when it comes to new product

#### Laundry Detergents and Fabric Conditioners - UK

“In the current economic climate with household budgets being squeezed consumers have become more focused on price, but opportunities still exist for shifting attention towards other product attributes. Fragrance will remain an important secondary product differentiator, but the long-term challenge for manufacturers is convincing more consumers that their products can ...

#### Health Savings Accounts - US

With healthcare costs continuing to rise, both employers and employees are constantly looking for ways to control them. Consumer Driven Health Plans (CDHPs), of which Health Savings Accounts (HSAs) are one type, are becoming an increasingly popular way to do just that. Paired by law with High Deductible Health Plans ...

#### Washers and Dryers - US

The washer and dryer market has experienced a nearly uninterrupted slide since 2007 due primarily to continued weakness in the housing market. While stabilization in real estate will provide badly needed support to sales, marketers looking for more robust growth must convince consumers to trade up to newer, more efficient ...

#### Pet Supplies - US

While sales in many categories have declined in recent years as a result of the recession, the pet supplies market has remained quite stable. This is partly a function of the deep emotional bonds that many people have formed with their pets as well as strong demand for a broad ...

#### Social Media: Household Care - UK

“The household care market is one where the products are pushed to the back of the cupboard until they need

## Household and Personal Care - International

development and promotions. Multi-brand advertising and special offers can help to give greater exposure to smaller brands within the portfolio, while cross-branding in an area such as fragrance (eg Air Wick on Mr Sheen ...

to be used and chores are pushed to the back of mind until they can no longer be ignored. However, this dislike of chores offers household care brands the greatest ...

### Sanitary Protection and Feminine Supplies - UK

“The market for sanitary products is an essential item among women, and yet it has struggled to deliver on growth, because unlike other personal care items, this is a category which offers little in the way of indulgence and luxury, with consumers instead focused solely on performance.”

### Lawn and Garden Products - US

The market for lawn and garden products is in a state of post-recession recovery, and is forecast to reach \$45.1 billion in the U.S. by 2016—a 20% increase over 2011. Lawn and garden product sales are impacted by a variety of economic and social factors including: the U ...

### Sanitary Protection and Feminine Supplies - US

Women continue to search for reliability, effectiveness and comfort when purchasing sanitary protection and feminine supply products. However, changes in the marketplace including increased trust in private label offerings and a desire by consumers for more open and honest communication is changing the landscape. National brands are finding ways to ...

### Cough and Throat Remedies - US

The incidence of suffering from a cough or sore throat becomes elevated during more severe cold and flu seasons. As a result, fluctuations in market sales correspond to the severity of flu seasons. The cough and throat remedies market is also driven by other factors, including key demographics such as ...

## April 2012

### Convenience Stores - UK

“The convenience operations from the major grocery multiples are not traditional c-stores: instead, they are pared-down versions of their superstore offers. For independents, this means there are pressures to compete but there are also gaps in the offer to exploit. The independents must restate the convenience in c-store shopping, providing ...

### Shampoo, Conditioners and Styling Products - US

The haircare market has seen little change between 2006 and 2011, with sales of \$6.5 billion in 2011 just \$10 million more than in 2006. Fluctuations in the interceding years have been by and large a product of the faltering economy, with increases in 2009 a result of consumers ...

### Dishwashing Products - UK

“While the main route to growth in machine dishwashing is through driving higher ownership of dishwashers in UK homes, existing dishwasher users could also be persuaded to do a higher proportion of their washing up using the dishwasher through product improvements and better advice on maximising dishwasher performance.”

### Fridges and Freezers - UK

“Innovation has touched almost every aspect of product styling and design in refrigeration. So today’s consumers have more choice than ever before from low-cost no-frills appliances through to high-spec luxury items. There are smart appliances that micro-manage food storage temperatures and humidity and a plethora of innovative interiors that improve ...

### Dishwashing Products - US

### Shopping for Home Décor - US



## Household and Personal Care - International

The dishwashing products market grew slowly from 2009-11, as declining unit sales were offset by growing consumer preference for higher-priced dishwasher products such as single-dose pacs and multipurpose products. Changing demographics and an improving economy will present new opportunities and challenges for the market over the next five years.

### Marketing to the Green Consumer - US

Improving economic conditions indicate that demand for green and sustainable products will grow in 2012. During the recession years (2007-09) and the subsequent slow recovery, the green consumer base stagnated as financial concerns outweighed environmental concerns. However, current macroeconomic data shows that a reversal of fortunes may be in the ...

### Outdoor Barbecue - US

The outdoor barbecue market is slowly recovering after the recession, and shipment volume is expected to grow 4% over the next five years to reach 13.9 million unit shipments in the U.S. by 2016. The outdoor barbecue market continues to be impacted by a variety of economic factors—including ...

### Gastrointestinal Remedies - US

Sales of gastrointestinal (GI) remedies grew considerably in 2009, in part because of strong demand for over-the-counter (OTC) versions of prescription remedies such as Prilosec OTC. This growth, however, decelerated in 2010 and 2011. While significant opportunities exist in the category, it is evident that at this point in history ...

### Soap, Bath and Shower Products - US

The U.S. market for soap, bath, and shower products was significantly impacted by the slow economic recovery, which caused declines in 2010 and allowed for only modest growth in 2011 as users traded down to less expensive products or made their existing products last longer. Still, growth is moderately ...

The home décor market suffered sales declines during the recessionary years, yet has returned to growth in 2010 and 2011. The fortunes of this market are inherently linked to the rebound in the housing market as well as consumers' renewed optimism in the economy. These as well as other factors ...

### Nappies and Baby Wipes - UK

“Around 31% of parents use baby wipes for general cleaning. To encourage usage of cleaning-specific wipes, brands (eg Kandoo) could be extended and positioned as ‘toy wipes’, which are ideal for cleaning babies’ and children’s plastic toys, to kill germs but be safe for babies. The wipes could also be ...

### Shampoo, Conditioners and Treatment Products - UK

“It seems that adults associate well groomed, frizz-free and glossy hair with confidence. Adults who buy shampoos which protect coloured hair, smooth, repair and moisturise are more very likely to feel more confident when their hair looks good. This offers an opportunity for brands to peg their marketing messages to ...

### Social Media: Beauty and Personal Care - UK

“Social networks have established themselves as integral to the consumer’s digital experience. They not only enrich the brand experience, but also help to integrate real-world brands into users’ digital lifestyles. People are turning to online discussions for product recommendations, listening to the opinions of others and increasingly forming networks based ...



**March 2012**

### **Disposable Baby Products - US**

The U.S. market for disposable baby care products has been severely impacted by the economic downturn, suffering sales losses each year between 2006 and 2011, and forecasts into 2016 paint a similarly grim picture. Further compounding the slide is a declining birth rate in the U.S., stemming demand ...

### **Soap, Bath and Shower Products - UK**

“The soap, bath and shower category straddles two worlds – at once it falls into the arena of must-have consumer goods, which consumers see as integral to their everyday wellbeing, while at the same time it has an opportunity to tap into a consumer desire for escapism and fantasy. Close ...

### **Bleaches and Disinfectants - UK**

“With only a limited number of possible selling points for bleach, offering longer protection against germs is an important product differentiator for market-leading brand Domestos. But consumers also want bleaches to remove stains and limescale, so these aspects of the product (including added ingredients) could also be promoted more heavily ...

### **Attitudes Toward Fiber and Digestive Health - US**

Studies have consistently shown that most Americans do not eat the recommended daily allowance (RDA) of fiber. According to many studies, high-fiber diets can promote cardiovascular health and help one lose weight, both of which are important to millions of Americans. Indeed, it is becoming increasingly clear that fiber provides ...

### **Consumers and The Economic Outlook - Quarterly Update - UK**

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers' assessment of how well they manage their money. Free to Mintel Oxygen subscribers, the report is the third in an ongoing series of quarterly updates ...

## **Household and Personal Care - International**

### **Children's Personal Care - US**

Despite an increase in the population of kids aged 6-11, most segments of the children's personal care (CPC) market have seen declines in the last five years and are projected to see declines in the next five years. It appears that this is partly due to the down economy ...

### **Pet Food - US**

In spite of the recession and subsequently slow recovery, consumers continue to dote on their pets, making this category—if not quite bomb-proof—at least able to withstand the shellacking suffered by many other categories. The pet food market experienced sales of more than \$18 billion in 2011, and is projected to ...

### **Residential Flooring - US**

With the economy strengthening and the potential for significant pent-up demand in the home renovation market, the flooring market may at last be emerging from five years of declining sales. At this key juncture, this report offers a comprehensive evaluation of the state of the market, examining underlying drivers, segment ...

### **Babies' & Children's Personal Care Products - UK**

“Children's wipes (targeted at 3-9-year-olds) are worth only 5% of the total wipes market. Parents are finding more reasons to use wipes on older children, such as on-the-go clean-ups after playtime and eating, and frequency of use is growing the fastest amongst these groups. Manufacturers could introducing a range positioned ...

### **Deodorants and Antiperspirants - US**

The \$2.9 billion antiperspirant/deodorant market posted a 5.9% increase from 2006-11. Despite a questionable economy, penetration has changed little as consumers may have traded down, but rarely out, of this personal care essential. Indeed, the majority of respondents

## Household and Personal Care - International

surveyed consider deodorants and antiperspirants to be a core-grooming ...

### February 2012

#### Attitudes Toward Sodium - US

It's no secret that demand for better-for-you (BFY) snacks, prepared foods and beverages is on the rise. Companies around the globe are reformulating old products and bringing new ones to market to satisfy changing consumer preferences. While low and reduced-calorie products are at the forefront of this shift, concerns about ...

#### Household Paper Products - UK

“While toilet tissue and kitchen towels have enjoyed recent increases in value sales driven by innovation and higher prices, the value of facial tissues market declined in 2011. Facial tissues compete with too many alternatives for blowing/wiping noses, so brands need to communicate more strongly the health and personal ...

#### Household Paper Products - US

The household paper products market slumped during the recession, and subsequent down economy, as consumers did without non-essentials like paper napkins, and focused on buying inexpensive store brands. However, in the last year the market has seen an uptick, which may mean consumers are slowly showing renewed interest in buying ...

#### Deodorants and Bodysprays - UK

“Deodorants may not have the feelgood factor of fragrance or the glamour of cosmetics, however, the category benefits from being a grooming staple, indispensable in both good times and bad. Indeed, some would argue that an antiperspirant is even more crucial when the going gets tough and the tough get ...

### January 2012

#### Beauty Retailing - Europe

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 ...

#### The Drug Store Shopper - US

Retail sales at drug stores grew by 3.6% in 2011, reaching \$230 billion, and are expected to increase by a further 5% in 2012. Growth is driven by the aging population, rising levels of obesity and obesity-related illnesses and conditions such as diabetes and heart disease. As these groups ...

#### Oral Healthcare - UK

“As consumers take extra care in keeping their teeth in tip-top condition to avoid the financial sting of dental

#### Cleaning the House - UK

“While the vast majority of people get satisfaction from seeing a clean and tidy home, most don't want their home to look akin to a show home. Promoting a homely rather than sterile look in advertising is therefore likely to appeal. This could include cleaning brands going beyond traditional messages ...

#### Foot Care - US

Reflecting a trend that has been seen in a variety of categories, sales of foot care products declined sharply in 2009, as millions of Americans sought ways to reduce discretionary spending and increase savings for a “worst case scenario” plan. While sales fell again in 2010 and 2011, improving economic ...

#### OTC Sleep Aids - US

The market for sleep aids is growing, despite the recall of a leading brand-name product and an overall



## Household and Personal Care - International

treatments, this is helping to support oral care sales. Marketing messages which focus on 'prevention rather than cure', encouraging consumers to invest in their oral health to minimise the chance of ...

reduction in new product introductions. Growth has been propelled by natural and homeopathic products, yet the number of people who have trouble sleeping still far outweighs the number who report taking a ...

### Bed and Bath Linens - US

After experiencing sharp declines in the depths of the recession, the bed and bath linens market has begun to show signs of life. The category stabilized in 2010 and is estimated to have gained ground in 2011. While sales remain far below their pre-recession levels, and consumers remain cautious about ...

### Beauty Retailing - UK

"Gaining a competitive edge through the wealth of customer data derived from a loyalty scheme is easier said than done. Moreover retailers must then deliver relevant and useful incentives to shoppers if they are to succeed in generating those all-important repeat purchases. Getting it right procures good value from the ...

### Healthy Lifestyles - UK

The state of the economy has been at the forefront of the news so frequently that many other concerns have been overshadowed by the pressing wider concerns about macroeconomic stability and personal financial worries and issues. However, the continuingly rising rate of adult and children's obesity in the UK is ...