

April 2011

Facial Skincare - Youth - Europe

The European Big 5 facial skincare markets weighed in at €6.6 billion in 2010, representing an increase of 2% year on year. Young European women are enthusiastic users of facial skincare products, spending €662 million on the category in 2010.

Facial Skincare - Europe

The Big 5 European beauty markets – France, Germany, the UK, Italy and Spain – saw their combined 2010 facial skincare sales hit €6.68 billion, representing a 1.4% increase over 2009. Sales are expected to rise across all five markets in 2011, with particularly dramatic growth coming from ...

March 2011

Soap, Bath and Shower Products - US

The U.S. market for soap, bath and shower products sold through food, drug, and mass merchandiser channels is driven by consumer demand for fragrance and moisturization in their shower products in 2011, as evidenced by the results of Mintel's exclusive consumer survey, in which respondents cite these attributes as ...

Department Store Retailing - UK

The department store sector is mature and has consolidated significantly in the last decade as the weakest players failed to compete effectively in today's marketplace. Mintel estimates that sector sales (based on statutory revenues) were worth £13.7 billion incl. VAT in 2010.

Marketing To Women - UK

Consumer behaviour can be complicated and bewildering. What makes women think, feel and reason in a certain way? How do they choose between different product alternatives (eg brands, products and retailers)

Beauty and Personal Care - International

Soap, Bath and Shower Products - Europe

Sales of soap, bath and shower products have put in a varied performance in the Big 5, partly due to the economic recession. While demand for bath additives is generally declining, growth in shower gels and liquid soap has supported sales. Backed by its bigger population, Germany is the largest ...

Facial Skincare - Anti-age - Europe

Facial skincare has weathered the stormy economic climate well, delivering growth – albeit modest – across the Big 5 European markets in 2010. Anti-ageing products are a major skincare work horse, accounting for the highest grossing segment in France, the UK, Italy and Spain, and weighing in at €2.6 ...

Consumer Attitudes Toward Luxury Goods - US

While the economy has had an impact on luxury sales, it is also apparent that many consumers still have an affinity for luxury goods and thus are seeking them out in large numbers. It is also clear that consumer definitions of “luxury” are changing and now encompass the superpremium goods ...

Disposable Baby Products - US

The market for diapers, training pants, cleaning products and wipes is highly saturated. However, there are opportunities for retailers, as well as manufacturers, of disposable baby products that focus their product development and marketing efforts keenly on the needs and preferences of consumers, especially mothers.

Department Store Retailing - Europe

The European mixed goods market has faced significant challenges throughout the recession in the major Western European markets:

and equally what influences their purchase decisions (eg culture, family, media)?

Babies' and Children's Personal Care Products - UK

- In order to grab parents' attention, manufacturers are increasingly focusing on introducing new products that are fun to use for babies' and children. Children's character-licensed toiletries are becoming increasingly common. Almost one in six parents buy toiletries for their baby or child which feature characters.
- Own label has grown ...

Christmas Shopping 2010 and Planning for 2011 - UK

Consumers had an easy time of it in 2010, or perhaps it would be fairer to say that they should have cut back on spending, but instead they chose to cut back on saving. The year ended with a remarkably strong performance over Christmas. But where next?

Deodorants - Europe

While deodorants are regarded as a daily essential for most European adults, manufacturers are increasingly positioning them as beauty products in an attempt to encourage consumers to spend more and break the relentless cycle of price promotions.

February 2011

Healthy Lifestyles - UK

This report explores consumers' health habits and issues; it examines attitudes towards living healthily and identifies key drivers that prompt a change in lifestyle and popular sources of health advice and information. The level and type of employer participation in encouraging staff to live healthier is also examined.

Marketing to Moms - US

Moms today are better educated, more likely to be their families' primary earners, and more plugged in than ever to friends, family, brands, and a constant stream of

Beauty and Personal Care - International

Pharmaceuticals Consumer - US

Sales of all pharmaceuticals have been steadily rising, from \$280.4 billion in 2007, to \$296.7 billion in 2009. Behind these positive numbers, however, is a category facing numerous challenges and opportunities. This report examines how consumers view pharmaceuticals, and covers the following:

Blacks and Personal Care - US

It is important that marketers of personal care products that plan to target the African-American market understand the vast differences in Black skincare and haircare needs compared to that of other races. These specific needs are not just related to African Americans but to all people of sub-Saharan African origin ...

Deodorants and Bodysprays - UK

The deodorants and body spray market is smelling sweet. With sales of £548 million in 2010, penetration is nearing total and the majority of adults use deodorants as part of their daily grooming rituals. It is, therefore, to some extent buffered from the impact of the current gloomy economic climate.

Anti-aging Skincare - US

The U.S. market for anti-aging skincare products sold through food, drug, and mass merchandisers (FDMx) experienced decelerating sales in 2010 as the economy

parenting information and advice. Their position as the heart and soul of the family is as strong as ever. Yet the challenges ...

Antiperspirants and Deodorants - US

The antiperspirant/deodorant market is very mature and highly competitive. While many companies have struggled to achieve growth in this environment, some firms have made significant gains with specific types of products and a consumer-centric approach to product development and marketing.

Green Living - US

The “green” marketplace was one of the fastest-growing sectors of the U.S. economy leading up to the recession. Though spending on green products and services stalled along with the rest of the economy, the first signs of renewed growth are beginning to appear. In this report, Mintel analyzes the ...

January 2011

Hand, Nail and Foot Care - UK

The hand and foot care categories are relatively staid with consumers for the most part being driven to the category to find solutions to their existing problems rather than to test out innovations.

Hand, Foot and Nail Care - Europe

European Consumer Goods Intelligence is a unique series of fmcg market research reports, written by industry experts and incorporating exclusive insight into consumer activity and market trends.

American Lifestyles - US

Using consumer data gathered in October 2010—as well as the findings of more than a dozen 2010 publications of Mintel Oxygen reports—together with insights gleaned from trend analysis conducted by Mintel’s Inspire group, analysts have identified a number of

Beauty and Personal Care - International

forced many budget-conscious consumers to cut back on non-essential items as their spending power for such items shrank. Further deceleration and even losses were prevented by ...

Arthritis - US

Some 50 million Americans 18 and older had arthritis in 2009, and this number is expected to grow to 67 million by 2030. As arthritis is currently incurable, companies that offer products/services that alleviate pain can enjoy robust growth for the future. This report provides businesses with the insights ...

Marketing to Men - UK

Consumer behaviour can be complicated and bewildering. What makes men think, feel and reason in a certain way? How do they choose between different product alternatives (eg brands, products and retailers) and equally what influences their purchase decisions (eg culture, family, media)? Identifying an individual’s personality type makes it easier ...

Oral Healthcare - UK

While the market has reached close to 100% penetration for basic items (eg toothpaste and toothbrushes) and is serviced by a comprehensive and wide-ranging product offer, there is still room for growth. There is an opportunity to upgrade the basic one-step brushing regimen to include a mouthwash and, for more ...

Trendsetters - UK

Mintel has predicted eight key consumer behaviour trends for 2011, examining how consumer behaviour is changing in the wake of the recession.

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



salient trends that are likely to impact consumers and companies in ...

Beauty Retailing - Germany

Germany's economy has enjoyed one of the strongest recoveries in Europe, bouncing back from the recession thanks to an export-led recovery. However consumers are still held back by the recent austerity measures, and although confidence is on the up, spending is likely to remain fairly subdued. The retail sector is ...

Beauty Retailing - Spain

Beauty retailers' sales are believed to have contracted for the third consecutive year in 2010, coming in at €17.4 billion excluding VAT for the year. Underperformance in the last few years can be attributed to consumers cutting back and trading down in order to save money. Own brand lines ...

Beauty Retailing - UK

Beauty retailing is an innovative and dynamic market. But its structure is very different to a number of large non-food categories such as clothing, electricals and DIY where specialist retailers dominate. In beauty retailing non-specialists play a particularly important role too.

Hand and Nail Care and Color - US

The U.S. market for hand and nail color and care products sold through food, drug, and mass stores is enjoying resurgence in DIY nail care, as the struggling economy favors more affordable home care products rather than a costly salon visit. As consumer confidence lags, unemployment rates stagnate and ...

Beauty and Personal Care - International

countries such as the Czech Republic and Poland as well as the major Western ...

Beauty Retailing - France

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 ...

Hispanics and Personal Care - US

As Mintel's *Beauty and Personal Care Consumer—U.S., January 2010* reported, the majority of the population is trading down to lower-priced brands or store brands. The same shopping pattern is not so for Hispanics. In fact, despite the recession and their lower-household income levels, in part due to Hispanics' ...

Beauty Retailing - Europe

The 2011 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 ...

Marketing Health to Blacks and Hispanics - US

Mintel explores how Hispanics and Blacks in the U.S. regard their health and what it means to lead a healthy life in these communities. Mintel's exclusive consumer research examines who Black and Hispanics turn to for advice on health-related issues, their likelihood of using prescription medications and symptom-related OTC ...