

June 2014

Analgesics - UK

“The analgesics market benefitted from the strong marketing and product innovation output in 2013, as well as a strong performance by the topical analgesics segment. However, a battle still remains as consumers increasingly seek cheaper own-label products over those produced by well-known brands, due to the value they offer.”

May 2014

Facial Skincare - UK

“Facial skincare brands can focus on appealing to low usage demographics and more targeted product positioning claims to maintain sales growth in the category. The consumer interest in free-from products and ethical practices can also be harnessed to address brand loyalty.”

– **Charlotte Libby, Senior Beauty Analyst**

April 2014

Haircare - UK

“While the haircare markets remain in growth, the pace has slowed in 2013 as consumers turn to savvier shopping methods to secure the cheapest prices, and scientific as well as technological advancements cause a cannibalisation of product needs.”

Body, Hand and Footcare - UK

“Despite older people being the most likely to agree that moisturising the body is important, actual usage of body care products is low amongst the over-55s. The low usage of anti-ageing products amongst this group suggests that ageing skin has other needs which are currently under-represented in new product development ...

Oral Care - UK

“Although a high proportion of the population visit the dentist, there remains a large proportion who do not do so, as well as a large proportion of parents who do not take their children to the dentist, suggesting missed opportunities for product endorsements. Despite the rise in products designed for ...

Cough, Cold, Flu and Allergy Remedies - UK

“In 2013, the cold/flu and allergy relief remedies market benefited from increases in product launch activity and marketing activity. Going forward, brands could look to more specifically target the key young adult demographic, who are the most likely to suffer from cold/flu and allergy-based ailments, as well as ...