

### September 2014

#### Household Cleaning Equipment - US

"While familiar, tried-and-true the cleaning tools form a foundation for the mature household cleaning equipment market, innovation is essential to driving growth or gaining market share. Consumers who do housecleaning are open to new ideas that deliver better results and that make the task itself more satisfying."

#### Shaving and Hair Removal Products - US

"Today's shaving and hair removal product consumer wants convenience and economy. Although the biggest innovations came in cartridge razors, the only segment to grow in the last two years was disposable razors, as consumers demonstrate a continual willingness to use products that are "good enough" and affordable, rather than the ...

#### Household Cleaning Equipment - UK

"The increasing popularity of steam cleaners poses a potential threat to traditional cleaning equipment, with consumers favouring their ability to rid the house of germs without resorting to hefty chemicals. Traditional cleaning equipment brands now have an opportunity to respond to this challenge, either by creating more products that are ...

#### Men's and Women's Shaving and Hair Removal - UK

"Retail value sales in the shaving and hair removal market stagnated in 2013; however, a focus on new product innovation has seen the category return to growth. Expanding into new and niche areas such as male body hair removal, laser and IPL (Intense Pulsed Light) home devices among others presents ...

#### Vitamins, Minerals and Supplements - US

"Vitamins, minerals, and supplements have historically had strong sales, as this was an easy to make up for 'less than perfect' diets. However, the market is up against several challenges, including increasing consumer skepticism about the efficacy of VMS products. Introducing products with more customized appearance boosting claims or lower-dose ...

#### Pest Control and Repellents - US

"Pest control sales are expected to grow steadily in the next few years. However, market players can accelerate category growth by increasing consumers' use of insect repellents, addressing concerns over chemical content, and by encouraging consumers to be more proactive in how they manage pest issues in their homes." ...

#### Vitamins and Supplements - UK

"Although the top reason for taking vitamins/supplements is generic, the rise in value sales of vitamins/supplements specifically for men and women suggests that consumers want a degree of personalisation, offering opportunities for the market. Driving further segmentation within demographic groups could be a way to encourage growth. In ...

### August 2014

#### Home Laundry Products - US

#### Diabetes - US

## Household and Personal Care - International

“While overall sales of home laundry products remain weak, opportunities exist in all segments for brands that tap into the emotional importance that consumers place on getting the job done right.”

– **John Owen, Senior Household Analyst**

### Air Care - US

“Though air care products enjoy a relatively high incidence of use, category sales have fluctuated in recent years and were flat during 2013-14. Consumers approach shopping the category with a cost-savings mindset and this has kept growth tempered. Continued integration of added functional benefits as well as new product innovations ...

“The percentage of Americans who suffer from diabetes (type 1 and type 2) has increased from 5.1% in 1997 to 9.3% in 2013. While this presents a large market of consumers for products and services specifically aimed to treat diabetes, it also indicates a need for education and ...

### Home Laundry Products - UK

“More sophisticated versions of laundry capsules coming onto the market, such as Ariel 3in1 Pods and Persil Dual Action Capsules with liquid and powder detergent, are boosting this format’s share of the laundry detergents market. The effective removal of stains is the most important factor likely to determine product choice ...

## July 2014

### Gastrointestinal Remedies - US

“GI remedy sales are expected to remain flat in the coming years. To boost sales and address consumer tendency to not treat or use alternative remedies, companies must look to brand extension within the natural realm, improve consumer education, and leverage OTC remedies as a way to combat and prevent ...

### Washers and Dryers - US

“Bolstered by continued modest improvement in the economy and a strengthening housing market, sales of washers and dryers have turned in solid sales performance since the end of the recession, rising to an estimated \$13.1 billion in 2014.”

– **John Owen, Senior Household Analyst**

### OTC Contraceptives - US

“Despite an uptick in sales from 2013-14, the contraceptives market is still up against several challenges. An aging population puts downward pressure on the market, as usage declines among older, monogamous couples. Furthermore, competition from distribution of free or low-cost contraceptives cuts into sales.”

– **Emily Krol, Health and ...**

### Feminine Hygiene and Sanitary Protection Products - UK

“Value sales in the sanitary protection, feminine hygiene and adult incontinence market are relatively protected due to the necessity of the products included. However, there is an opportunity for brands in each segment to now seek further growth by offering new products that address many of the concerns women have ...

### Cookware - US

“The cookware market has continued to grow modestly due to consumers’ continued need for cookware and bakeware to facilitate meal preparation tasks. Accelerated category growth can be achieved by focusing on the emotional benefits of cooking as well as

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

“Although people are still more confident than they were in 2013, Mintel’s data suggests that they’re not entirely convinced by the economic revival. Across all three key measures (current situation, impact of the slowdown



## Household and Personal Care - International

positioning cookware ownership as a means to enhance one's skill and ...

and how they expect their finances to fare over the next year), sentiment was slightly more ...

### Air Care - UK

"Nearly nine out of 10 people use at least one type of air freshener at home but significant scope exists to encourage people to use a wider range of products and use them more regularly, such as for scenting more rooms or using air care products for a wider variety ...

### The Private Label Healthcare Consumer - UK

"Improving financial situations could see people go back to branded products, after using lower-priced private label products during tough economic times. Growth of private label is therefore reliant on competitive pricing and innovations, in both product and packaging."