

## Beauty and Personal Care - UK

### December 2016

#### Prestige Beauty - UK

“The prestige beauty market fared well in 2015, driven by a positive financial sentiment driving high purchasing levels among affluent, young consumers. As prestige BPC products are purchased by both men and women because they want to treat themselves, encouraging self-indulgence will be key to driving growth going forward, with ...

#### Beauty Tools and Accessories - UK

“The beauty vlogger phenomenon has boosted the popularity of make-up brushes and blenders, with innovation in the market now focusing on keeping these products clean and hygienic. This hygiene focus presents opportunities for other tools such as hairbrushes and nail files, to encourage more frequent replacement.”

#### Sexual Health - UK

“Durex is by far the dominant player in the market. Far from resting on its laurels, however, the brand consistently aims to instil in young adults the importance of safe sex, with initiatives that leverage the cultural themes and media most resonant with this group. To an extent, this is ...

#### Suncare - UK

“The suncare sector is estimated to show little change in value in 2016, despite a rise in usage of sun protection and self-tanning products. This is likely due to savvy shopping behaviours which have seen discounters rise in popularity. NPD in usage occasions has boosted usage in the self-tanning sector ...

### November 2016

#### Beauty for Teens and Tweens - UK

“The popularity of beauty vloggers has proved hugely beneficial for piquing the interest of girls from a generation which is too old for toys and too young for boys in the beauty market. However, with the focus heavily on improving appearance with make-up, there exists an issue of low self-esteem ...

#### Beauty Devices and Appliances - UK

“The beauty devices and hair appliances sector is expected to rise in value in 2016 driven by NPD; however expense remains a barrier, particularly for beauty devices. Those interested in buying beauty devices also cited a lack of research as a reason for not buying, suggesting education opportunities. In the ...

### October 2016

#### Shaving and Hair Removal - UK

“Driven by a spike in NPD, a rise in advertising spend and changes in hair removal trends, the shaving and hair removal category returned to growth in value in 2015 following years of decline. Consumers are showing evidence of shaving more (both at a higher frequency and a greater area ...

### September 2016

#### Consumers and the Economic Outlook: Quarterly Update - UK

#### Vitamins and Supplements - UK

## Beauty and Personal Care - UK

“For the UK, the EU referendum is one of the defining moments of the 21st Century so far, with long-term implications that will rival events as seismic as the financial crisis. The truth is, though, that this early in the process there has been little direct impact on most people’s ...

“Increased NPD and investment in marketing helped return healthy growth to the vitamins and supplements market in 2015. Demographically positioned vitamins proved among the biggest success stories of the year, reflecting consumer demand for more targeted health solutions and indicating that brands could generate more interest in the category by ...

### August 2016

#### Beauty and Personal Care Gift Sets - UK

“Beauty sets remain a popular gift choice, particularly at Christmas, with high levels of festive spending keeping the market afloat. Beauty-conscious young women are most likely to ask for sets as gifts, or buy for themselves to save money on individual products. However, older consumers are less likely to buy ...

#### Fragrances - UK

“The fragrance and body spray category has shown a decline in value in 2015 which is expected to continue into 2016 as savvy shopping behaviours persist. However, high consumer interest in fragrances with niche characteristics, such as the use of natural ingredients and high concentrations of perfume extracts, could encourage ...

### July 2016

#### Colour Cosmetics - UK

“New products, beauty bloggers and innovative campaigns will all ensure sales in the colour cosmetics market remain buoyant in 2016. Women are interested and engaged in the market, enjoying browsing stores and reading marketing communications. Understanding the needs of demographic groups, such as traditionally minded seniors and ethnically diverse Millennials ...

### June 2016

#### Deodorants and Bodycare - UK

“The deodorants category has seen a decline in value in recent years, hampered by the rise of discounters, as well as a decline in NPD and advertising spend. The bodycare sector, on the other hand, has seen strong sales performance in recent years as consumers trade up in the prestige ...

#### Oral Care - UK

“Value sales growth in the UK oral care market has been increasingly undermined by falling sales in the mouthwash segment and a decline in new product launches. This underlines the importance of product innovation to the category if it is to return to a higher growth rate in the future ...

### May 2016

#### Consumers and the Economic Outlook: Quarterly Update - UK

#### Women's Facial Skincare - UK

## Beauty and Personal Care - UK

“Mintel’s consumer confidence data shows that the economy only has, at best, an indirect impact on sentiment. When the UK economy was outperforming most of its peers, many people were still pretty wary. However, in 2016 sentiment has continued to trend upwards, despite disappointing growth in the economy as a ...

“The women’s facial skincare category has seen slow and steady growth in recent years, with the prestige sector driving growth in 2015; as employment rates rise, women are showing a greater willingness to spend on premium products. Whilst brands are promoting ageless beauty campaigns in 2015, focusing on NPD for ...

### Men's Facial Skincare - UK

“Sales growth has slowed in the male facial skincare market, challenged by both recruitment issues and the impact of fashion trends. The core demographic of 16-24-year-olds is declining in number and older men remain apprehensive of using facial skincare products. Male facial hair is now a mainstream trend and is ...

### Gastrointestinal Remedies - UK

“Sales of gastrointestinal remedies have surged in recent years as consumers have become increasingly aware of their diet and digestive health. However, along with a growing awareness of health issues comes a greater desire to treat illness through dietary changes rather than reaching for medications, which is a challenge for ...

## April 2016

### Women's Haircare - UK

“The women’s haircare category has struggled to grow in value in recent years, as savvy shopping behaviours see women buying branded products at discount retailers. In addition, women are washing and styling their hair less frequently, which may be driven by concern over damage. Interest in shampoos with different levels ...

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

“Overall, OTC analgesics and cold and flu remedies have enjoyed strong sales growth in recent years, bolstered by high levels of NPD and sustained investment in advertising, as well as a less effective flu jab in winter 2014/15. However, media headlines over the marketing of some branded analgesics could ...

## March 2016

### Feminine Hygiene and Sanitary Protection Products - UK

“The feminine hygiene and sanitary protection category has grown slowly and steadily in recent years, driven by the feminine hygiene and incontinence sectors. The category has seen a rise in recorded advertising expenditure, with recent campaigns focusing on empowerment as a theme, whilst NPD has also been increased, contributing to ...

### Babies' and Children's Personal Care Products, Nappies and Wipes - UK

“The babies’ and children’s nappies and wipes market continues to see sales declines as parents switch to discounters for cheaper purchases. While branded innovation returns in 2015, the slowing birth rate means the market is not expected to return to growth. Babies’ and children’s personal care products have fared better ...

## February 2016

### Soap, Bath and Shower Products - UK

### First Aid - UK

## Beauty and Personal Care - UK

“The SBS (soap, bath and shower) market, once plagued by consumer reliance on price promotions and special offers, continues to fluctuate as consumers now trade down on daily essentials in order to treat themselves with more luxurious occasional-use items such as detox bath salts. In 2016 in-shower treatments present an ...

“The first aid category has shown a dip in value in 2015, driven by a decline in launch activity as well as reduced investment in recorded advertising spend. However with high interest in innovations in plasters/bandages, and current research showing the potential for smart bandages in the near future ...

### January 2016

#### Beauty Retailing - UK

“Spending on beauty and personal care contracted marginally in 2015. The market remains very price sensitive and discount retailers’ customer numbers grew significantly. Even buyers of prestige brands are price conscious. The market will recover in 2016 but premium retailers must give consumers original and compelling reasons to trade ...

#### Hair Colourants - UK

“Temporary hair colour products continue to show growth in the category, as consumers consider them less damaging to hair and easier to experiment with. Growth opportunities exist in personalisation, with high interest in products tailored for hair colour and type, as well as products specifically for men. Men have shown ...

#### Beauty Online - UK

“The continued use of technology has resulted in 2015 being an innovative year for beauty brands online, with apps and social media initiatives expanding audiences. The importance of video content in the beauty market keeps consumer engagement; tutorials have become invaluable for young women especially. However, the threat of counterfeit ...