

December 2014

Medicated Skincare - US

“Medicated skincare product sales are expected to grow steadily in the coming years. Market players can accelerate growth by delivering new product benefits, expanding into new categories, addressing the needs of consumers with chronic skin conditions, and increasing their engagement of Hispanic and Asian consumers.”

– Gabriela Elani, Home ...

The Premium Brand and Luxury Consumer - US

“The internet is the ultimate equalizer, and it has given brands both large and small a chance to communicate directly with consumers; however, the ‘access for all’ mentality of the web does not always work in favor of brands that have an exclusive reputation to manage. Though the adoption of ...

Natural and Organic Toiletries - UK

“Price is a barrier in this category, with natural/organic being a lower priority when buying products. This offers opportunities for brands to present more appealing pricing strategies, such as secret discounts. With certification being a low indicator of whether a product is natural or organic, this suggests a lack ...

First Aid - US

“While the first aid market experiences steady sales, growth is limited because consumers tend to use products only when they have an injury. There are opportunities to increase ownership among growing population groups, which could help to boost sales in the coming years.”

– Emily Krol, Health and Wellness ...

Cosmetic Surgery - UK

“The UK cosmetic surgery market could benefit from further capitalising on the burgeoning population of adults that qualify as overweight or obese. Clinics could look at more widely marketing treatments designed to help people reduce their weight, as well as highlighting the benefits of excess skin removal surgeries.”

Professional Cosmetic Services - US

“While growth in the professional market appears to be steady, declining interest in services among an aging population could be problematic. Nonetheless, concerns about looking older are pervasive and suggest opportunities for personal care products that bridge the gap between the retail and professional markets.”

November 2014

Supermarkets: More Than Just Food Retailing - Spain

“The food retailing sector has been held back in recent years by the poor performance of many non-food categories, particular more discretionary items. Grocers’ sales were just 2.6% higher in 2013 than they were in 2009. This compares very poorly with most other European markets – only Croatia, Greece ...

Beauty and Personal Care Packaging Trends - UK

Supermarkets: More Than Just Food Retailing - France

“Hypermarkets are performing better than their counterparts in the UK, but similar trends are visible in the market. Larger stores are growing more slowly than smaller ones. There is a recovery in shopping at the food specialists. There are, we think, two main factors. First, the development of online shopping ...

Suncare - UK

“The suncare category is largely dependent on the weather, and with a wet summer in 2014, the category is

Beauty and Personal Care - International

“First-and-foremost, packaging needs to be practical, however, the in-home longevity offered from the BPC (Beauty and Personal Care) category adds greater potential for companies to focus on the aesthetics of their products in order to add value; raising their profile with impressionable young Millennials in particular. Further opportunities exist in ...

predicted to decline in value by 8%. This offers opportunities for brands to advertise in the winter or position products outside the summer season. Innovations in multi-functional products, as well as ...

Sun Protection and Sunless Tanners - US

“Suncare brands are challenged to overcome the seasonal usage habits and price-driven mentality of category shoppers. Nonetheless, consumers are demanding convenience, performance, and natural ingredients from their sun protection products, creating opportunities for brands to increase usage and boost sales.”

– **Shannon Romanowski, Senior Beauty and Personal Care Analyst**

October 2014

Consumers and the Economic Outlook: Quarterly Update - UK

“The revival in confidence has stalled. Although the economy is picking up speed, the population as a whole isn’t feeling the benefit of the recovery. People are as likely to say that they feel worse off than they did a year ago as they are to say that their finances ...

Beauty Devices - UK

“Expense is the biggest barrier to purchase in this category, and despite the availability of money-back guarantees, women show interest in trial periods and special offers to avoid a hefty initial outlay. Additionally, beauty devices are seen as time-consuming and taking up space which could cause issues particularly for younger ...

Men's Toiletries - UK

“Post-recession, the male toiletries consumer remains intent on saving money on day-to-day purchases, and fashion trends continue to stunt certain markets such as shaving and hair removal. As a result the market has plateaued, however a number of opportunity areas exist for brands such as catering to a tween audience ...

Personal Care Consumer - US

“Personal care consumers are becoming more informed and skeptical, and are demanding transparency, simplicity, and efficacy when shopping for and using personal care products.”

– **Shannon Romanowski, Senior Beauty and Personal Care Analyst**

Lifestyles of Millennials - UK

“Traditional advertising has largely failed to capture imaginations of younger audiences, and advertisers need to step up creativity to sustain their appeal to Millennials. Funny and creative campaigns have the most potential for capturing the attention of younger

Men's Personal Care - US

“The men’s personal care category is expected to grow steadily due to men’s continued reliance on personal care staples, such as APDO and shaving products, which have traditionally been segmented by gender. Companies can accelerate market growth by



Beauty and Personal Care - International

consumers and winning their longer-term loyalty.”

– Ina Mitskavets, Senior Lifestyles ...

encouraging men to trade up to male-specific products
that offer them new ...