

### December 2013

#### Small Kitchen Appliances - US

“To succeed in the marketplace, small kitchen appliances must do more than just save time and effort in the kitchen. Opportunities exist for appliance brands to create new experiences and align with consumer lifestyles. Small kitchen appliances can play an integral role in facilitating culinary exploration, enhancing cooking skill, and ...

#### Shopping for Beauty Products - US

“For most consumers, beauty products shopping is fairly routine. Most buy beauty products to replace items that they use regularly and choose mass merchandisers and drug stores to do their shopping. While they are loyal to retailers and products, there is somewhat of an interest to try new products. Retailers ...

#### First Aid - US

“The first aid market is expected to grow steadily into 2018. To accelerate market growth, companies should focus on the needs of aging consumers, better engage with low-product usage groups like Blacks and Hispanics, and encourage consumers to be more prepared to treat injuries, especially on-the-go.”

#### Vitamins, Minerals and Supplements - US

“While vitamin sales are robust, there are a few factors that could contribute to a decline in the category. As consumers continue to eat a healthier diet, the need for a separate supplement could be eliminated. Additionally, negative press about the quality and necessity of vitamins could erode usage and ...

#### The Laundry Consumer - UK

“Both the growth in the number of households and the increase in the total size of the population are important in terms of their potential to drive increased demand for laundry detergents and appliances. Forecast growth rates vary depending on age and lifestyle, but perhaps more importantly it is their ...

#### Suncare - UK

“The rise in the population of the eldest demographics poses challenges as well as opportunities, as although the over-55s are the most knowledgeable when it comes to the dangers of the sun, they are least likely to use sun protection and self-tanning products. However, as they continue to seek tans ...

### November 2013

#### Household Surface Cleaners - US

“The importance consumers place on cleaning power and disinfection represents an opportunity for brands to help housecleaners achieve the best results in every room of the house and on every surface.”

#### Gastrointestinal Remedies - US

“Despite the prevalence of gastrointestinal issues, the market of branded gastrointestinal remedies is up against several challenges. Sales of private label brands are eroding national brand sales, and consumers are taking a more proactive approach to their health.

#### Dieting Trends - UK

“Clear like-for-like comparisons between diet products and their non-diet alternatives should allow brands to show consumers that there are genuine and tangible differences in the calorie/fat/sugar content, and highlight where these owe to healthier recipes rather than simply smaller portions.”

#### Household Hard Surface Cleaning and Care Products - UK

“Cautious consumer spending along with private label and promotional activity present a challenge for the market. But there are opportunities for growth if hard surface cleaning brands can evolve much stronger points

## Household and Personal Care - International

Creating a relationship with consumers could help to increase brand loyalty and ...

of reference and meet a wider range of needs which are not just about getting a surface clean ...

### Gastrointestinal Remedies - UK

“A reluctance to take gastrointestinal remedies and a reactionary rather than precautionary approach to digestive health has hindered the market in the past. This highlights an opportunity for encouraging people to take a more proactive approach to their digestive health, particularly as there is a high interest in products that ...

## October 2013

### Fabric Care - US

“Declining household penetration is a key issue for fabric care marketers and retailers to address. As multi-benefit laundry detergents grow more popular, fabric care brands must get more creative in proving their value. More specialized products could help to set the category apart.”

### Toilet Cleaning - UK

“The specialist toilet care market has struggled to maintain momentum. However, it is also the case that toilet care has changed considerably – gone are the days when a bit of bleach down the toilet was enough. Through taking more of a cue from consumer wants and needs, brands in ...

### Marketing Health to Women - US

“Women seek solutions to live a healthy life, indicating a need for products that help them to be proactive about their healthcare. Education among key consumer groups, such as lower income as well as Black and Hispanic women will be imperative, especially as implications from the PPACA roll out.”

### Men's Personal Care - US

“The men's personal care category is expected to grow steadily into 2018. However, there are some challenges. Companies need to look for ways to better engage with older men, determine how male-specific skincare and haircare products can better compete with general market products, and improve the current shopping experience.”

### Men's Toiletries - UK

“Growth in the men's toiletries market came to a halt in 2013 as fashion moved toward a relaxed image, and money-saving behaviours resulted in a reduced spend. However, the trend for facial hair creates an opportunity for male toiletries to expand into areas less catered for, such as facial care ...

### First Aid - UK

“The first aid category has remained stagnant and shown small incremental declines in value sales since 2008. The driving forces behind this are a combination of stiff competition from own-label brands, low investment in advertising and brand communication, as well as low consumer confidence in treating other people's wounds/injuries ...