

December 2015

Consumers and the Economic Outlook: Quarterly Update - UK

"Mintel's key measures of consumer confidence show that people are still wary. Although the improvements in sentiment that accompanied the end of the income squeeze have been sustained, 2015 has been a year of consolidation, rather than one of soaring consumer spirits. Earlier in the year, the election added ...

Complementary and Alternative Medicine - UK

"The CAM market has enjoyed relatively strong sales growth in recent years, bolstered by an ageing population seeking musculoskeletal treatments and the booming healthy living trend. Opening CAM treatment centres in business districts and shopping centres could now help to increase accessibility to the market, whilst further promotion on online ...

November 2015

Suncare - UK

"Usage of suncare protection continues to be dependent on the weather, with value falling across 2014-15 in line with lower levels of sunshine. Looking forward, suncare brands can further align themselves with the skincare category in order to position their products as an integral part of a daily skincare routine ...

Healthy Lifestyles - UK

"Whilst prevention of future illness is a major driver of healthier habits, this argument runs the risk of being viewed as 'nanny state'. Instead, companies and brands would increasingly benefit from emphasising how their products and services help consumers improve their appearance/look younger for their age and help improve ...

September 2015

Vitamins and Supplements - UK

"Value sales of vitamins and mineral supplements flatlined in 2014, as reduced NPD (New Product Development) and a shift towards healthier diets impacted consumer interest in the market. Sales of demographically targeted vitamins continued to fare well, however, reflecting the consumer desire for personalisation."

August 2015

Consumers and the Economic Outlook: Quarterly Update - UK

"The generally positive outlook of the economic climate, and the benefits that are gradually being witnessed at the individual level, means that the people of Britain are finally regaining their confidence. For the first time since the economic downturn, Mintel's data shows that more people feel better off compared to ...

July 2015

Health and Fitness Clubs - UK

Nearly four fifths of UK adults have at least one health or fitness goal, yet only 12% currently use a gym. However, the indications for the private health and fitness club sector remain promising, with the continued rise of budget gyms helping to break down the barriers associated with more ...

June 2015

Oral Care - UK

“Whilst the essential nature of oral care products means that usage is relatively high across most demographics, there remains an opportunity for oral care brands to grow sales by targeting marketing and NPD at seniors and men, helping to make them more engaged with the market overall.”

– Jack ...

May 2015

OTC Analgesics and Cold and Flu Remedies - UK

“In 2014/15 the UK cold/flu remedies market benefitted from the seasonal flu vaccine being less effective than usual, resulting in many lapsed users returning to the category. Cold/flu remedy brands could now use this to their advantage, using marketing and product developments to reignite interest in the ...

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“Economic improvements are finally beginning to be felt at the consumer level. Falling prices of essentials and rising wages are helping incomes go further and there are indications that people are beginning to relax their budgets and spend on items and experiences that have been out of reach during the ...

March 2015

The Private Label Beauty Consumer - UK

“The media attention given to beauty products launched by discount retailers, along with a high level of NPD in the sector, has seen own-label colour cosmetics soar in popularity, taking a 53% share of the private label beauty market in 2014. However, at a total level, the private label beauty ...

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

“As the baby boom shows evidence of coming to an end, it may be more relevant for the category to focus on toddlers rather than new-borns. Extending product ranges for older children and offering greater product segmentation by age could be a way to ensure the category shows growth. Greater ...



Health and Wellbeing - UK

February 2015

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“People are finally starting to feel the benefit of the recovery in their pay packets. After five years, average wages are finally increasing more quickly than prices. Although this will take time to feed through into consumer confidence, there are signs that spending habits are changing.

Smoking Cessation and E-cigarettes - UK

“Vaping has become a lifestyle choice, whether by choice due to health or money-saving benefits, or from long-term use as a smoking cessation method. Changing legislation will help consumers understand how to use it as a smoking cessation method, which may impact long-term usage. The smoking cessation market could learn ...