

September 2017

Vitamins and Supplements - UK

“The UK’s health trend has underpinned much of the success in the market over the last 4 years; however, an increasing focus on exercise and healthy eating has lessened consumer reliance upon vitamins and supplements. The upsurge in popularity of elimination diets provides an opportunity, while exploring tailored supplement plans ...

Family Planning and Pregnancy - UK

“A declining birth rate remains the core barrier to the growth of the family planning and pregnancy category, but limited product innovation also remains a challenge. Digital advances in fertility tracking and pregnancy tests are affording consumers more information than traditional testing products as they look to conceive, which brands ...

August 2017

Consumers and the Economic Outlook: Quarterly Update - UK

“The snap election clearly unsettled consumers. All three of our measures of sentiment fell between April and May. And the inconclusive result means that there was no immediate bounce in confidence post-election. Instead, our data shows that people were even more concerned after the results were announced than they were ...

July 2017

Oral Care - UK

“As a hygiene essential, the category continues to experience some growth in the face of price promotions. However, a reduction in oral care routines is undermining true growth potential, with mouthwash falling from favour. A focus on reinvigorating interest in mouthwashing through new usage propositions could benefit the overall category ...

Managing Skin Conditions - UK

“A poorly-funded health service means those with skin conditions are becoming more self-sufficient; diagnosing their own ailments and looking for organic solutions to fit their lifestyle. This could create opportunities for the non-prescription market to develop more natural products, or extend into segments previously off-limits due to skin sensitivity. Retailers ...

Health and Fitness Clubs - UK

“The health and fitness market is in a strong position to continue growing. With an increased focus on active lives, healthy eating, and exercise from both consumers and other industries this should feed into the health club sector. Operators need to keep up with market trends, especially technology.”

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OTC Analgesics - UK

“A need to keep going at work is helping to keep the value of the category afloat, but it is increasingly under threat from consumers trading down to generic painkillers. Some adults are also turning to alternative methods of pain relief, potentially taking them away from buying OTC remedies, which ...