

September 2014

Shaving and Hair Removal Products - US

“Today’s shaving and hair removal product consumer wants convenience and economy. Although the biggest innovations came in cartridge razors, the only segment to grow in the last two years was disposable razors, as consumers demonstrate a continual willingness to use products that are “good enough” and affordable, rather than the ...

Black Consumers and Haircare - US

“Blacks’ haircare needs are distinct from others. While there are many products on the market that are specially formulated for them, many are still searching for the right product to fit their ever-changing needs. Natural hair is here to stay, and many are struggling to find the right product and ...

August 2014

Fragrances - US

“Shoppers are bombarded with scent variety across numerous categories including fine fragrance, personal care, and household. As a result, consumers are overwhelmed and a bit apathetic, leading to sluggish fragrance sales. Brands will need to focus on delivering more value-added benefits, especially when targeting older consumers, as a way to ...

July 2014

Color Cosmetics - US

“The color cosmetics category can be complex – the number of products, claims, and the introduction of multitasking formulas can overwhelm even the savviest of make-up users. As a result, women are looking for guidance from a variety of sources including both online and in-store.”