

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 life stage, 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 ...

Hispanics and Personal Care - US

“In order to grow the Hispanic market, personal care manufacturers need to find new ways to entice Hispanics to try new products and get excited about the shopping experience. Personal care products don't need

to be thought of as a commodity; less acculturated Hispanics still have a long way to ...

September 2013

Meat-free and Free-from Foods - UK

“A key weakness for the meat-free market is that over half of adults note that meat substitutes lack flavour. A potential solution lies in adapting the recipes of these lines as a large minority of adults note a keenness to try meat substitute pieces containing herbs/spices with agreement rising ...

Eyeglasses and Contact Lenses - US

“The market of eyeglasses and contacts is highly competitive, and a few players account for the majority share. Additionally, changes in the way these products are bought and sold will impact the market. Opportunities for innovation exist to help players stand out from the competition and increase brand loyalty.”

Air Fresheners - UK

“Sales of air fresheners could be boosted in a number of ways, including focusing more on room specific products, the elimination of specific cooking or food smells or the provision of added functional benefits to boost health and wellness. Brand loyalty and engagement could be increased through encouraging the testing ...

Air Fresheners - US

“Air fresheners are widely used in American households and the market is growing and recovering from the recession. However, there are some challenges. Plug-in and battery-operated product sales are struggling, there is growing concern around chemical content that is used in air fresheners, and companies have to look to new ...

Gluten-free Foods - US

“The gluten-free food category will continue to grow as an increasing number of manufacturers develop better-

Vacuum Cleaners - US

“Offering an improved vacuum cleaning experience – more maneuverable, lighter, quieter – may be as sure a path to increased market share as improved suction power. There are also opportunities to eliminate the experience altogether with robotics and to make vacuuming an essential step in protecting health.”

Marketing to Moms - US

“In addition to advertising overexposure, moms are confronted with issues such as safety, childhood bullying, health and nutrition, and the influence of social media. Understanding moms’ top concerns as they relate to her children—and her aspirations for them—can help brands tailor messaging that will resonate with moms and assist with ...

Marketing to Non-Traditional Parents - US

“Non-traditional parents face the same challenges as traditional parents in providing for their kids and doing so in the most cost-effective ways possible. Marketers can acknowledge non-traditional families and the fact that their family settings have become more common by including them in advertising.”

Vitamins and Supplements - UK

“Although the market has seen growth in value in 2012 driven by special offers and promotions, people are not experimenting and special offers may be hindering overall growth in the category. Different approaches in special offers, for example bundling discounted vitamins with products in other categories, could encourage experimentation. Legislative ...

tasting and more nutritious gluten-free foods. Category appeal beyond those with celiac disease, coupled with a new FDA ruling for gluten-free product labeling, suggests the category will grow out of its marker as just another ...

August 2013

Black Haircare - US

“Image is everything to Black consumers and they are keenly aware that hair plays a key role in how people view them. In the Black community, there are sensitivities revolving around hair. Today, Blacks are learning to embrace and love their hair. It is likely that natural hairstyles are here ...

Retailer Loyalty Programs - US

“While consumers increasingly expect a personalized retailer experience, they are also worried about privacy and the use of their personal information. Transparency in data collection and usage is critical to building trust. Convincing them that data collected by retailers is being used to enhance the consumers’ program experience may go ...

Candles - US

“Candles are widely used and enjoyed in American households. However, this market faces some big challenges. Candle usage frequency needs to increase to reinvigorate sales, private label products present a growing threat to branded products, and some benefits that communicate value to the consumer (i.e., long-lasting) could actually be ...

Laundry Detergents and Fabric Conditioners - UK

“Although sales growth has returned, the laundry market still faces many challenges such as the relatively low level of brand loyalty and the consumer reliance on periods of price promotions to stock-up on products. Utilising refillable packs and product subscription offers presents an opportunity to secure loyalty by offering consumers ...

Laundry Detergents and Fabric Softeners - US

This report will help you to uncover opportunities and understand the key issues affecting your market. How? By giving you instant access to analysis and critical recommendations. It will also challenge routine thinking by providing fresh, new perspectives that energizes your thought processes.

Obesity - US

“Despite consumers’ interest in eating healthier, they also want food that tastes good. While government, food manufacturers, and restaurants try to provide healthier options to Americans, these organizations are up against several challenges, especially regarding how to market healthy items.”

Sexual Health - UK

“As women take more control of their contraception, there is much the market can do to better target this demographic. Women are better informed about the dangers of unprotected sex, and are more likely to use condoms at the beginning of a relationship; however marketing is currently aimed more at ...

Men's and Women's Fragrances - UK

“Most consumers prefer to test fragrance before they buy, resulting in sales from bricks and mortar stores eclipsing online retail for fragrances. However, encouraging more buyers to venture online could result in boosted sales for completely new or niche perfumes. Innovative and dynamic communication should therefore be a key area ...

July 2013

Household and Personal Care - International

Cookware - US

“The most enthusiastic home cooks, who have both strong interest in cooking from scratch and advanced cooking skills, are a core target for the cookware market and are well-served by top cookware brands and specialty retailers. While marketers can’t ignore this hard-core group, category growth may require a more concerted ...

Lifestyles of the Under- and Unemployed - US

“Many Americans have not recovered from the financial impact of the Great Recession resulting in a rise in the percentage of Americans who are downwardly mobile. These adults need products and services commonly associated with a middle-class lifestyle buy at budget rates as well as services (childcare, transportation) that extend ...

Contraceptives - US

“Consumers rely on OTC contraceptive products for planned protection from pregnancy and diseases, as well as when they need a backup method of birth control. However, this market has some significant challenges. Contraceptive usage is strongly driven by relationship status, there is a stronger focus on pregnancy prevention over STD ...

Analgesics - US

“Product recalls from major brands have plagued the market for OTC analgesic remedies, causing consumers to turn to private label brands, external ways to treat pain, and alternative remedies. Brands can consider various new product innovations as well as using social media to connect with consumers.”

June 2013

Health and Fitness Clubs - UK

“One area where there could be potential is for a kind of ‘budget plus’ club, where elements of the budget format are retained but with a wider range of facilities in order to broaden appeal.”

Healthy Dining Trends - US

“In June 2013, the American Medical Association recognized obesity as a disease, a change that makes the need for healthful restaurant options more vital than ever. Diners still see dining out as time to indulge, which means the foodservice industry needs to do more to hit both menu marks to ...

Analgesics - UK

“Low price remains an important purchase influencer, and as pain sufferers struggle to see the difference between cheap own-label and more expensive branded products, own-label continues to grow. With a number of branded launches in the first half of 2013 focusing on topical analgesics, brands may be able to use ...

Sports and Energy Drinks - UK

“Building associations between energy drinks and everyday situations such as work and commuting, rather than extreme lifestyles, could help to increase the relevancy of energy drinks among current non-users.”

Fabric Care - UK

“With the majority of users of stain removers only using these products once a month or less, encouraging more frequent usage of stain removal products to boost wash results is the biggest challenge facing the sector. Demonstrating products have the power to remove all types of the toughest stains on ...

Body, Hand and Footcare - UK

“More than one in three people feel a twinge of guilt about their bodycare routine: companies have access to a potentially receptive target group (35%) who feel they should use bodycare products more often. Finding a way to harness the guilt will help boost usage and stem declining value and ...

Household and Personal Care - International

Grocery Pricing and Promotion - US

“Digital promotions represent the future of most industries, including the grocery retail trade. Effective digital promotions do much more than simply re-create the traditional coupon experience on a new platform. Marketers are finding ways to digitally bring value to customers in extraordinary new ways. Adapting current technology can help grocers ...

Pet Supplies - US

“As digital communications replace traditional human interaction, pets fill a void for physical companionship. As a result, a strong bond develops and provides the impetus for pet owners to seek out the same quality and attributes in products for their pets as they do for themselves. Innovation is adapting to ...

Pest Control and Repellents - US

“Market players will be able to rely on consumers’ continued usage of pest control products and services to deal with pest problems in their home. However, the market does have some challenges. Consumers are mostly reactive when it comes to pest control activities, they have concern around products’ chemical content ...

Oral Healthcare - UK

“Appearance, health and hygiene remain the most important drivers in this category, with older people more focused on health and hygiene and younger people more focused on appearance. With the growth of the oldest and youngest demographics predicted, this offers opportunities for more tailored product offerings. Own-label remains competitive in ...

May 2013

DIY Home Improvement and Maintenance - US

“The in-store experience continues to be important for home improvement DIYers, and retailers should be sure to firmly establish their identity as a destination for expert advice. Of particular importance are workshops, helpful and knowledgeable employees, and a seamlessly

Health and Fitness Clubs - US

“Though membership and revenues at health and fitness clubs have appeared to recover from the recession, locations are still under pressure to perform. The market of health and fitness clubs is up against several challenges, including increased free alternatives and high price points. Clubs that can meet a variety of ...

Cleaning the House - US

“Housecleaning is a time-consuming but emotionally satisfying task that consumers view as important not only in making their homes presentable but also in keeping their families healthy. While housecleaners express interest in products that make cleaning faster and more efficient, they are more likely to prioritize cleaning effectiveness.”

Household Cleaning Equipment - UK

“Encouraging people to trade up is the biggest challenge facing the household cleaning equipment market, as most people see these products as staple, need-driven purchases that they do not want to pay more than they have to for. Brands need to encourage consumers to shift some of their focus away ...

Attitudes towards Cosmetic Surgery - UK

“The ageing population in the UK bodes well for the growth in the surgical and non-surgical cosmetic procedures market. However, the industry would do well to step up their efforts towards a commonly

Household and Personal Care - International

integrated online presence. Lack of skill shouldn't be a deterrent for ...

accepted set of standards to reassure potential customers that they are in safe hands."

Sanitary Protection and Feminine Hygiene Products - UK

"With an ageing population, the market could cater better for women who are leaving the sanitary protection market but entering the adult incontinence market. Closing the gap between pre- and post-menopause could come in the form of product ranges targeted to specific needs of this time in a woman's life ...

Feminine Hygiene and Sanitary Protection Products - US

"The feminine hygiene and sanitary protection products market is up against several challenges, including private label brands and other new product innovations. Brands that continue to innovate and offer line extensions, as well as build a relationship with users, will be most successful."

Oral Care - US

"The oral care market can expect to see growth in the coming years due to consumers' regular usage of these products along with a lack of competitive alternatives. However, this market does have some issues it will need to address. In some segments, private label offerings are slowly starting to ...

Household Polish and Specialist Cleaners - UK

"Opportunities exist for premium products that offer longer-lasting results. This includes products that leave a coating on surfaces to help slow the build-up of dirt, grease or dust as well as for carpet/upholstery cleaners that offer longer-lasting freshening. Making people feel that the benefits of cleaning will last for ...

Dishwashing Products - US

"Key to keeping the dishwashing products category on a growth track is keeping consumers focused on added benefits and new features rather than price comparisons. A steady stream of new products promising superior performance and a pleasant dishwashing experience will help to keep consumers engaged with the category."

April 2013

American Lifestyles 2013: Five Years Later - US

"Nearly four years into the economic recovery, the labor market remains historically weak and median household incomes have yet to return to pre-recession levels. The lingering effects of the worst economic downturn since the 'Great Depression' of the 1930s have consumers retaining a budget mindset that applies to purchasing across ...

Convenience Stores - UK

"Investment by major retailers in the extension of their convenience store portfolios and improvements in the proposition are factors in bringing consumers into convenience shopping. Further consolidation will hit weaker retailers, notably independents, but it looks likely to have a positive impact for the consumer and the sector."

Residential Flooring - US

Cold, Flu and Allergy Remedies - US

Household and Personal Care - International

“The pace of home sales and home renovations started to quicken in 2012, giving the residential flooring market a much-needed boost. Now it’s up to flooring manufacturers and retailers to maintain the momentum with marketing programs that emphasize both the practical and emotional benefits of new flooring.”

Dishwashing Products - UK

“The big issue remains how to best encourage higher penetration of dishwashers in the UK, and as a result drive increased sales of dishwasher detergents. Dispelling some of the myths about machine dishwashing, promoting the benefits and emphasising the affordability of buying and running a dishwasher, including smaller models for ...

Shampoo, Conditioners and Styling Products - UK

“A tough economic climate has resulted in a ‘want it all’ attitude amongst consumers. They have come to expect additional product benefits but don’t want to pay a premium for them. Creating an experience around haircare brands is likely to win over consumers who increasingly value expert opinion and advice ...

March 2013

Toilet Cleaning and Bleach - US

“While new product launches might help to draw attention to the toilet cleaner segment in the short term, new items alone may not be enough to generate long-term growth. The bigger win for marketers and retailers may lie in helping consumers get more out of the products that already are ...

Online Grocery Retailing - UK

“Without a hike in delivery charges or perhaps substantially higher minimum order values, online retailing for multichannel grocers is never likely to yield margins comparable to store-based shopping. But we think retailers can focus marketing communications on higher socio-economic groups to help mitigate the inherent financial disadvantages of retailing online ...

Soap, Bath and Shower Products - UK

“While sales of OTC cold, flu, and allergy products have increased, the category faces several challenges, such as sales of private label brands as well as natural alternatives eroding market share of OTC products.”

Cold and Flu Remedies - UK

“Growth in the market will be driven by continued product innovations and a boost in the population of children, impacting the children’s and parents’ OTC market. Opportunities exist in extending product ranges and innovating in faster-acting formulations and product formats.”

Homeopathic and Herbal Remedies - US

“Though sales of homeopathic and herbal remedies continue to increase, the market is up against several challenges. This includes low awareness among consumers, limited product availability, and consumer perception of safety and efficacy.”

Bleaches and Disinfectants - UK

“The prospects for further growth in sales of bleach are under threat from a trend towards lighter usage and consumer perceptions of bleach as a product too harsh for use as an everyday cleaner. Its strength is being seen as the most effective way of killing germs, but usage is ...

“Changing habits have shown a decrease in the frequency of bathing and an increase in the frequency of showering, translating to a growth in the shower market. This is driven by time constraints and increased water bills but also an ageing population with mobility issues. Extending the shower category to ...

February 2013

Grocery Retailing - US

“The composition of primary grocery shoppers is skewed toward Baby Boomers and Gen Xers. Only half of Millennials take sole responsibility in grocery shopping, and this cohort is likely to look for an efficient shopping experience and instant gratification, more so than their older generational counterparts due to their high ...

Household Paper Products - UK

While household paper products are essentially staple items that are mostly bought with the groceries when shoppers are focused on saving money, toilet tissue, kitchen towels and facial tissues all still offer opportunities for adding value to sales through product development. Consumers have shown themselves to be willing to pay ...

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

“With the baby boom set to continue in the year ahead, and the average age of parents rising, this comes as good news to the category suggesting the market will continue to grow. A growingly multicultural environment offers opportunities to bring foreign influences into product innovations.”

January 2013

The Drug Store Shopper - US

“Sales of drug stores are likely to grow over the next few years, largely as a result of the aging population and the rising cost of healthcare. However, drug stores are not immune to challenges such as the impact of competition from other channels, both online and brick-and-mortar. Many drug ...

Household Paper Products - US

“Continued improvements in product quality and leading manufacturers’ efforts to shift to more sustainable sources of paper pulp have the potential to change the size and shape of the household paper market. Stronger products that allow consumers to do more with fewer sheets may help to increase value without driving ...

Attitudes Toward Sodium - US

“Despite consumers’ interest in eating healthier, they also want food that tastes good. While government, food manufacturers and restaurants try to provide healthier options to Americans, these organizations are up against several challenges, especially regarding how to market low/no/reduced sodium items.”

Beauty Retailing - UK

“As affordable quick fix beauty treatments have become more established in the UK, we’ve seen greater spontaneity from consumers, a shift in channels to market and an opening up of the mass market.”

Household and Personal Care - International

Food Storage - US

“The market for food storage products is in large part dependent on consumer participation in home meal preparation. At the same time, enthusiasm for home meal preparation is dependent at least in part on food storage products that make the process easier at every step.”

Pharmaceuticals: The Consumer - US

“The pharmaceuticals industry continues to grow; however, changes to the healthcare landscape from the ACA as well as patent expirations will affect future sales.”

Cleaning the House - UK

“In a competitive marketplace with a large number of new product launches and heavy investment in advertising, brands need to stand out from their competitors through adopting fresh marketing themes and making use of a variety of media and industry links. Content for the promotion of new products needs to ...

Bed and Bath Linens - US

“The bed and bath linens market was strongly impacted by the recession as consumers cut back on spending in discretionary household categories and traded down to less expensive items. However, the market has since recovered and growth has resumed, as consumers need these items for daily sleeping and bathing activities ...

Nutritional Food and Drink - US

“The blurring of lines between snack bars, cereal bars, performance bars and nutrition bars means nutrition bar makers need to work even harder to differentiate their products from others on the market while appealing to the same consumer preferences that snack bars do.”

Healthy Lifestyles - UK

“The majority of people agree that leading a healthy lifestyle helps them enjoy their life more. However, young people and females tend to put more focus on sex appeal, whilst older cohorts take preventative measures to stay healthy. Marketing with all these different motivations in mind would prove to be ...