

September 2014

Black Consumers' Beauty and Grooming Products - US

“How Blacks define beauty may be similar to Whites in some ways, but what they see as attractive may be entirely different. Beauty is truly in the eye of the beholder, and it is very individual. Blacks have unique beauty and grooming needs. Although there are many products on the ...

Marketing to Moms - US

“The modern mom utilizes an assortment of tools and resources to research products and make purchases; most prominent among them is her smartphone, but her arsenal also includes social media, family and friends, and experts. As the Millennial generation settles into its prime childbearing years, brands must keep tabs on ...

Lifestyles of Mums - UK

“To a new mother, her baby is the apple of her eye, and she would spare nothing to ensure their needs are met, even if that means that her own needs and interests are neglected. Brands could re-ignite mums' passion for their habits and lifestyle before they had children and ...

Vitamins and Supplements - UK

“Although the top reason for taking vitamins/supplements is generic, the rise in value sales of vitamins/supplements specifically for men and women suggests that consumers want a degree of personalisation, offering opportunities for the market. Driving further segmentation within demographic groups could be a way to encourage growth. In ...

Black Consumers and Haircare - US

Beauty and Personal Care - International

Vitamins, Minerals and Supplements - US

“Vitamins, minerals, and supplements have historically had strong sales, as this was an easy to make up for 'less than perfect' diets. However, the market is up against several challenges, including increasing consumer skepticism about the efficacy of VMS products. Introducing products with more customized appearance boosting claims or lower-dose ...

Hispanic Consumers' Haircare, Beauty and Grooming Products - US

“Hispanics tend to overindex on spending and use of most beauty product categories. However, competing in this market is not easy as brand usage tends to be very fragmented. In this environment, brands that learn to use recommendations from friends and family in their favor may have an opportunity to ...

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 ...

Men's and Women's Shaving and Hair Removal - UK

“Retail value sales in the shaving and hair removal market stagnated in 2013; however, a focus on new product innovation has seen the category return to growth. Expanding into new and niche areas such as male body hair removal, laser and IPL (Intense Pulsed Light) home devices among others presents ...

Beauty and Personal Care - International

“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

Luxury Goods Retailing - International

“Especially in China, we expect 2014 and 2015 to be years of lower demand for ostentation and greater demand for niche, discreet luxury brands.”

– Hilary Monk, Senior Retail Analyst

Men's and Women's Fragrances - UK

“Growth in the fragrances market has begun to slow in 2014, with online pureplayers gaining traction through sampling opportunities and flexible delivery options, as well as tempting consumers away from store-based retailers with cheaper prices. However launch activity remains strong, with men’s and unisex fragrances receiving an increased focus and ...

July 2014

Black Consumers Attitudes toward Advertising - US

"Many marketers are shifting their dollars away from the Black consumer segment, while others are moving their initiatives away from traditional to digital. Since Blacks are receptive to advertising and want to see more targeted to them, they are paying attention to which companies demonstrate a sincere commitment and understand ...

Colour Cosmetics - UK

“As trends and behaviours continue to evolve in the colour cosmetics market, opportunities arise for brands to appeal to new consumers including older women, as well as inspiring a higher spend per product with

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 ...

The Shopping Experience of Asian Americans - US

“Though Asians represent an enticing market, with substantial and growing buying power and many high-income and highly educated shoppers, marketers need to remember that Asians are an extremely diverse and multifaceted population.”

Feminine Hygiene and Sanitary Protection Products - UK

“Value sales in the sanitary protection, feminine hygiene and adult incontinence market are relatively protected due to the necessity of the products included. However, there is an opportunity for brands in each segment to now seek further growth by offering new products that address many of the concerns women have ...

Consumers and The Economic Outlook - Quarterly Update - UK

“Although people are still more confident than they were in 2013, Mintel’s data suggests that they’re not entirely convinced by the economic revival. Across all three key



Beauty and Personal Care - International

technological advancements such as 3D printing and individually tailored products.”

measures (current situation, impact of the slowdown and how they expect their finances to fare over the next year), sentiment was slightly more ...

Marketing to Men - US

“Men are a broad consumer base that are increasingly being recognized by marketers. The emerging male consumption patterns can be attributed to both shifting societal norms as well as shifting demographics. Traditional gender roles continue to blur, and today’s Millennial males buck tradition by taking on household chores that had ...

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.”

Healthy Lifestyles - UK

“Health, fitness and nutrition brands could promote the idea of longer-term health as an investment, with incremental steps taken every day, creating a virtuous circle of healthy habits for life.”

– **Ina Mitskavets, Senior Lifestyles and Consumer Analyst**