

June 2009

Foot Care - US

Overall, sales of foot care products have grown at a slow rate in recent years. However, some companies have managed to develop products and brands that are experiencing moderately strong growth. The relatively slow growth of category sales in food stores, drug stores and mass merchandisers reflect specific challenges that ...

December 2008

Hair Loss Remedies - US

The year 2007 marked a sharp reversal for the hair loss remedy market, which had been in decline since at least 2003. Dramatic positive growth marks a new direction for expansion of remedy products, but there remains substantial room for growth if increased marketing is undertaken.

November 2008

Sanitary Protection and Feminine Supplies - US

This report takes an in-depth look at the sanitary protection and feminine supplies market, and details sales progress and usage patterns of both existing and new products. Although this is a mature market based primarily on necessity, product improvements and advertising finesse have softened the sensitivity margins surrounding the category ...

October 2008

Men's Fragrances - US

The total fragrances market in the U.S., which encompasses both men's and women's fragrances, grew steadily until 2007 and estimated 2008 sales. Within this industry, the FDMx men's fragrance market reflected a steady decline due to a range of challenges facing the market including cannibalization due ...

Women's Fragrances - US

Soap, Bath and Shower Products - US

In its most pedestrian form, soap is a household staple, requiring repeat purchases. Yet manufacturers have created a demand for various soap products that go beyond the utilitarian need to get clean. Consumers can now decide whether or not they want bar soap or liquid, chemical-free or all natural, moisturizing ...

The fragrances market in the U.S., which encompasses both men's and women's fragrances, grew steadily until 2007 and estimated 2008 sales. Within this industry, the FDMx women's fragrance market reflected a steady decline due to a range of challenges facing the market, including decreasing consumption based ...

August 2008

Suncare - US

The ongoing news coverage of the dangers of sun exposure and the efforts of manufacturers, retailers, and cancer prevention organizations to promote the use of sunscreen has combined to create a receptive audience for new suncare products. As a result the market has enjoyed three straight years of 10-12% growth ...

July 2008

Body Care - US

After several years of declining sales, the body care category received a much-needed boost in 2005 from the launch of Jergens Natural Glow, the first in the mass-market moisturizer to add a gentle tanning benefit. Sales of the product soared, competitors followed quickly with similar products, and the category seemed ...

June 2008

Oral Care - US

Slow growth characterizes the oral care category, yet within this mature space, certain segments have experienced rapid gains while others have faded. This shows that the sector is, in fact, dynamic and holds considerable opportunities.

Shaving and Hair Removal Products - US

New product innovations that promise more effective and efficient hair removal, while eliminating the common irritations of shaving are pressing forward in the market. Estimated at \$1.8 billion, the shaving and

Color Cosmetics - US

The color cosmetics market in the U.S. has enjoyed a period of moderate growth from 2005-2006, yet consumer confidence has been waning. Sales in 2007 — though still growing — have slowed in response to the economy. Using total market estimates, and detailed analysis of FDMx sales, Mintel analyzes ...

hair removal market grew 8% from 2002-07 in current dollars, (7% when adjusted for inflation).

May 2008

Sunless Tanners - US

The market for sunless tanning products has recently surged, thanks to a barrage of new product introductions in the body and facial moisturizer categories. However, the market is already showing signs of cooling, as consumers remain on the fence about whether sunless tanning is an effective way to make their ...

Shampoo and Conditioner - US

With penetration and frequency of use holding steady year after year, shampoo and conditioner can clearly be described as a mature category with little potential for explosive growth. But with an eye to the category's potential for profit, major suppliers continue to invest heavily in advertising and marketing to ...

Hair Styling Products - US

With a lack of innovation in the category, the market for hair styling products through all channels was a little limp during 2002-07 and in the past year, showing slight declines after inflation. While the hair styling products market is far from saturated, manufacturers have yet to unlock the secret ...

April 2008

Anti-aging Skincare - US

The \$1.6 billion U.S. anti-aging skincare market grew 63% during 2002-07, due to increases in the number of women, specifically older women, as well as demographic shifts in the male and ethnic populations.

March 2008

Natural Organic Personal Care - US

Riding the movement toward healthier living, the natural and organic personal care market has enjoyed impressive growth in the last two years. Success has moved natural ingredients into mainstream brands, opened doors to FDM distribution, and driven major consumer brands to enter the market through acquisition.

February 2008



Beauty and Personal Care - USA

Salon Products and Purchasing Attitudes - US

Mintel's report on salon products uses primary and secondary research to discuss challenges facing the market, and opportunities to meet changing market conditions. Mintel's analysis of government and industry data and exclusive consumer research provides insight into the challenges and opportunities facing manufacturers, distributors, and salon/spa operators in the ...

Facial Skincare - US

Market trends incorporating the introduction of natural, organic, botanical and herbal formulas are helping grow the facial skincare market, particularly in the moisturizer segment. Anti-aging products are the fastest growing segment with female boomers leading the charge for growth in this area. This report provides in-depth information on:

Antiperspirants and Deodorants - US

With penetration near universal, and usage frequency steady at a little more than once a day, the market for antiperspirants and deodorants has grown no faster than the pace of growth in the population of teens and adults in recent years. The principle means of growing sales has been to ...