

December 2011

## Household Hard Surface Cleaning and Care Products - Europe

European Consumer Goods Intelligence is a unique series of fmcg market research reports, written by industry experts and incorporating exclusive insight into consumer activity and market trends.

## Vitamins and Minerals - US

The U.S. vitamins and minerals market experienced strong sales through food, drug, and mass channels between 2006 and 2010, before decelerating significantly in 2011, mostly because the economy continues to stagnate and consumers are looking for ways to cut household costs. However, the future appears to hold promise for ...

## Small Kitchen Appliances - US

The small kitchen appliances (SKAs) market has shown growth despite the economic downturn, likely driven by consumers cooking more at home and paring back on coffee shop purchases. This report probes opportunities for sustained growth as an improved economic outlook may start leading consumers back to restaurants and coffee shops ...

## Suncare - UK

“Poor summer weather has contributed to the 2% decline in total suncare value sales between 2009 and 2011. According to Cancer Research UK, people still need UV protection when the sky is cloudy as clouds are not a good shield against UV radiation. If consumers can be convinced that sun ...

## Healthy Snacking - UK

“That half of users find the health claims on healthy snack packaging to be confusing suggests potential for snacks to gain standout in the category through focusing on fewer, clearer and more tangible health messages. These claims could include those that feature most highly in the consumer research, like low-fat ...

## Household and Personal Care - International

### Lifestyles of Baby Boomers - US

Economic concerns are the underlying theme of the lifestyle changes made by many of the nation’s Baby Boomers. Since the recession officially ended in 2009, there have been few positive developments regarding the tepid state of U.S. economic growth. With retirement funds ravaged, jobs scarce, and costs for necessities ...

### Character Merchandising - US

Popular characters can be very effective at driving sales for a variety of products. For example, according to Nickelodeon, Dora the Explorer has generated more than \$11 billion in worldwide sales since 2002. The exceptional effectiveness of character merchandising—especially when related to advertising directed at children—has also led to a ...

### Household Hard Surface Cleaning and Care Products - UK

“Although well-known brands dominate the market, shoppers are particularly price-conscious when buying hard surface cleaners and are reluctant to pay more than they need to for a particular brand or for environmentally friendly products. Special offers will remain one of the biggest factors determining choice during the continuing incomes squeeze ...

### Oral Hygiene - Europe

European sales of oral care products have had mixed fortunes of late, with the recent economic recession making consumers increasingly price-conscious, and resulting in some lacklustre performances in the Big 5 European markets. However, growing demand for specialist and value-added products is supporting sales, as is improved consumer awareness of ...

### Healthy Snacking Consumer (The) - US

According to Simmons NCS/NHCS, nearly two thirds of respondents often snack between meals; yet, only 27% report usually only snacking on healthy foods. Although this represents a small share of highly-committed healthy snackers, the incidence for occasional healthy snack consumption is far-reaching.

## Air Fresheners - US

Sales of air fresheners are on the decline, and Mintel finds that this downward trend is not solely the result of the economic downturn, with air care products outside of the freshener market becoming increasingly competitive, and widespread negative perceptions among consumers about the product category. This report provides marketers ...

## November 2011

### Marketing Health to Women - US

Overall, women demonstrate a high level of interest in health—including products like online tools to manage health, vitamins and supplements, and fresh foods. Subgroups, such as moms and Baby Boomers, have an increased health interest and are prime target demographics for health products. Over the next five years, the population ...

### Dieting Trends - UK

“Despite the concerns of political commentators about David Cameron’s encroaching ‘nanny state’ politics, there is reason to believe that consumers might require more guidance with regards to healthy eating.”

### Teen Lifestyles - UK

“Highly social, technically adept and with a firm belief in the value of being popular, attractive and fashionable, teenagers outwardly display many of the beliefs and insecurities that most adults still hold onto, but who have in many cases learnt to conceal, through choosing the responses that they know to ...

### Shaving and Hair Removal - US

Estimated at nearly \$2.1 billion in 2011, the FDMx shaving and hair removal market has been moderately impacted by the economic downturn, and is expected to post an inflation-adjusted gain of 1% from 2006-11. Because the market consists of products that people will always need or want to use ...

### Baby Boomers Across Seven Categories - US

### Consumers and The Economic Outlook - Quarterly Update - UK

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers' assessment of when the feelgood factor will return to the economy.

### Gastro-intestinal Remedies - Europe

The gastro-intestinal (GI) remedies market in the big five European countries combined, ie GB, France, Spain, Italy and Germany, was valued at €1.9 billion in 2010.

### Laundry Habits - UK

“Laundry patterns are gradually changing, with more men under the age of 55 sharing the responsibilities and consumers responding to the manufacturer push to run more wash loads on lower temperatures and shorter cycles to save energy. A strong desire for clothes that always smell fresh also suggests a need ...

### Sun Protection and Sunless Tanners - US

The U.S. sun protection and sunless tanner market sold through food, drug, and mass stores (not including Walmart) continues to benefit from an increasingly educated and aware consumer public that seeks to avoid damaging UVA/UVB rays that cause melanoma and skin aging. While sunscreen and suntan lotions have ...

Companies must have a clear understanding of the Baby Boomer demographic in order to market products and serve their needs better. Mintel has compiled information from multiple Oxygen reports and Mintel Inspire to give you a holistic view of today's Baby Boomer consumer.

### October 2011

#### Air Fresheners and Air Care - Europe

“One of the focus areas of recent product innovation has been continual or automatic scent release, with increasingly sophisticated fresheners now allowing the user to control the intensity of fragrance and the time intervals for fragrance release. However, the way a freshener releases the scent is only important to a ...

#### Men's Grooming and Shaving Products - UK

“The over-45s are low volume users of male grooming products. With the ageing of the UK's population, more men need to be encouraged to maintain their grooming routines as they age and pass retirement age. Anti-ageing products that are marketed using well known personalities that older men can relate to ...

#### Air Fresheners and Air Care - UK

“While air care products are widely used, using them continually or most days is less common than occasional usage. A large proportion of people are still put off using air fresheners as they see them as artificial, so brands need to reach out to those who want to maintain a ...

#### Children's Lifestyles - UK

“Being the digital natives, today's children are well versed in all aspects of technology and the internet, and despite the age restrictions, an estimated 0.97 million children aged 7-12 use Facebook on a daily basis. Friends' acceptance is an important factor driving social network adoption, but peer influence is ...

#### Marketing Health to Men - US

#### Hair Styling Products - Europe

“While many beauty and personal care sectors have benefited from the recession, as they offer a relatively inexpensive way for women to treat themselves, hair styling products do not fall within this category and sales have struggled. Innovation in products that can repair and protect the hair from environmental damage ...

#### Vitamins and Supplements - Europe

The vitamins and supplements market has traditionally benefited from consumers' growing interest in self-diagnosis and self-medication of ailments and in looking after their health to prevent illness. This includes taking dietary supplements to ensure they are getting all the nutrients they need.

#### Home Furniture - US

The effects of the recession and the negative impact on the U.S. housing market caused home furniture sales to decline significantly in 2008 and 2009 (the primary recession years) with many consumers postponing furniture purchases. A rebound was seen in this sector with growth in 2010 and 2011 due ...

#### OTC External Analgesics - US

Category sales for OTC external analgesics have recovered to pre-recession levels, and a number of factors are in place to drive greater growth: an aging population, rising arthritis rates, trends in self-care, and more. This is a time of considerable opportunity, and this report explores the growth in this market ...



## Household and Personal Care - International

Marketing health to men is not always an easy endeavor, as men are far less likely than women to regularly visit their doctor, report illnesses or buy health products. However, as the population of men aged 55+ continues to grow over the next five years, the need for quality health ...