

### March 2015

#### The Private Label Beauty Consumer - UK

"The media attention given to beauty products launched by discount retailers, along with a high level of NPD in the sector, has seen own-label colour cosmetics soar in popularity, taking a 53% share of the private label beauty market in 2014. However, at a total level, the private label beauty ...

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

"As the baby boom shows evidence of coming to an end, it may be more relevant for the category to focus on toddlers rather than new-borns. Extending product ranges for older children and offering greater product segmentation by age could be a way to ensure the category shows growth. Greater ...

### February 2015

#### Consumers and the Economic Outlook: Quarterly Update - UK

"People are finally starting to feel the benefit of the recovery in their pay packets. After five years, average wages are finally increasing more quickly than prices. Although this will take time to feed through into consumer confidence, there are signs that spending habits are changing.

#### Smoking Cessation and E-cigarettes - UK

"Vaping has become a lifestyle choice, whether by choice due to health or money-saving benefits, or from long-term use as a smoking cessation method. Changing legislation will help consumers understand how to use it as a smoking cessation method, which may impact long-term usage. The smoking cessation market could learn ...