

## September 2018

### Beauty Retailing - US

"The US beauty industry is expected to garner sales in the range of \$57 billion this year. Common themes and trends across the industry include inclusivity to address America's diversification, clean beauty (products sans suspected toxic ingredients), simplification of beauty routines, the integration of physical and digital channels, personalization in ...

### Shaving and Hair Removal Products - US

"The highly saturated shaving and hair removal products market is estimated to reach \$3.5 billion in total 2018 retail sales, declining by 3.9% from 2017. Although usage of razors is nearly universal, the value-driven nature of the category, shifting expectations of shaving and hair removal, and increased competition ...

### Black Haircare - US

"The Black haircare market has adjusted to the new natural hair normal. Product innovation, expanded retail distribution, and brand messaging recognize that the future of the Black haircare market is dependent on chemical-free consumers. While natural hair is the norm, Black consumers have different attitudes, beauty standards, and motivations behind ...

### Salon Services - US

"While routine maintenance is a top reason for seeking salon services, resulting in many being loyal to the same destinations and professionals, other reasons for receiving services exist. The desire to pamper or seek services for social activities could motivate some consumers to consider alternative destinations, such as at-home treatments ...

## August 2018

### Luxury Goods Retail - International

"The global luxury goods industry is going through a significant period of change. As young consumers are

## Beauty and Personal Care - International

### Vitamins, Minerals and Supplements - US

"The pace of growth for the VMS (vitamins, minerals, and supplements) market remains steady, as sales are estimated to increase by 5.1% in 2018, reaching \$24.5 billion. Yet consumer emphasis on value and lack of product understanding are a challenge to the category. To best position themselves, category ...

### Vitamins and Supplements - UK

"The ongoing consumer focus on health and the continued success of demographic-specific supplements have supported growth in the vitamins and supplements category. However, with the majority of adults questioning the health promises made, improving trust is needed if the category is to grow its market penetration. Meanwhile, personalised subscriptions could ...

### Fragrances - US

"After several years of lackluster sales performance, the US fragrance market continues to see sales slip. Cross-category competition and disengagement among key demographics have hindered category growth. In spite of category challenges, there are pockets of growth in e-commerce fragrance brands, customized fragrance, and aromatherapy."

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

"Consumers continue to worry about the impact Brexit will have on the UK economy. But people are still

## Beauty and Personal Care - International

fast becoming key purchasers of high-end fashion, luxury houses need to adapt. This has resulted in polarised performances amongst the leading players. Those that were slower to respond have lost market share, whilst ...

focussing much more on their own financial situations, which are currently in a pretty healthy state. The base rate rise will make it harder for some, but the general outlook is positive ...

### Bodycare and Deodorant - US

"The body care and deodorant industry continues to see slow yet steady sales growth in 2018, with future trends projected to remain comparable. Deodorant brands that focus on scent, natural ingredients, and practical claims such as staining or white marks will continue to see success. Body care brands that pique ...

### Fragrances - UK

"Women's body sprays have triggered the most recent market growth. A new wave of feminism has challenged traditional marketing, and unisex fragrances are a growing trend. A need for natural ingredients has given niche brands the lead, while large manufacturers get left behind. Body spray could be key for luxury ...

### Beauty Influencers and Educators - UK

"Traditional experts such as in-store counter staff, make-up artists and dermatologists are the most trusted sources of information in BPC, suggesting that brands can do more to reassert the position of traditional experts. Social media influencers remain important, particularly to young women, however BPC shoppers are showing scepticism towards them ...

## July 2018

### Medicated Skincare - US

"The medicated skincare market grew by 0.4% in 2017 and will reach an estimated \$1.1 billion in 2018; an increase of just \$14 million. Through 2023, Mintel estimates that the market will add between 1% and 3% per annum. Better prevention, oral medications, and non-medicated products will continue ...

### Consumers and the Economic Outlook - US

"Consumers remain confident in their financial health and anticipate little change in the coming year, resulting in stable patterns of financial opinions and behaviors. Consumers hope to save for the future while also maintaining spending levels that accommodate their current lifestyle. This Report looks at the role credit score plays ...

### Oral Care - UK

"In a sector where growth has ground to a halt, and is expected to remain flat for some time, oral care brands need to engage consumers more with their dental health and reduce reliance on special offers if they are to see value return. More standardised help and guidance in ...

### Color Cosmetics - US

"Despite a slowdown, color cosmetics continues to post growth, with facial cosmetics still commanding the highest consumer spend. The popularity of the no-makeup look continues to be on-trend, with consumers seeking skincare-based formulas to boost radiance. Lastly, Black women are a key market, as the inclusivity movement encourages product trial ...

### Men's Facial Skincare - UK



## Beauty and Personal Care - International

“The market decline continues as men shrink their skincare regimes. While they look to brands they know to give them affordable options and educate them, big manufacturers are concentrated elsewhere – leaving smaller male-specific brands room to flourish. The advertising narrative needs to appeal to new priorities among men, while ...

### June 2018

#### Women's Facial Skincare - UK

“The women’s facial skincare category has seen strong value growth year-on year despite a decline in NPD, suggesting that advertising and marketing messages are resonating with women. Penetration of products has increased in the last 12 months, indicating that women are adding multiple steps to their regime. However, there are ...

#### OTC Analgesics and Cold and Flu Remedies - UK

“The British population is facing a health crisis – it is getting older, more overweight and a growing culture of ‘presenteeism’ is resulting in many employees placing additional stress and strain on their bodies when rest and recuperation is what’s needed. The OTC analgesics and cold and flu remedies market ...