

June 2011

Marketing to the Boomerang Generation - UK

The recession that began in 2008 has had a profound impact on the availability of jobs and has made it increasingly difficult to borrow money and get mortgages. With almost six in ten Boomerangs moving home for financial reasons, the Boomerang Generation is just one of the side effects of ...

Laundry Detergents and Fabric Conditioners - Europe

The leading European markets for laundry detergents, conditioners and softeners are increasingly mature, posting either modest gains or losses in value terms in 2010. While France, Germany and the UK recorded a small rise in sales, Italy and Spain witnessed a minor decline. Germany remains the largest of the five ...

Health and Fitness Clubs - UK

For the UK health and fitness clubs industry, it has been a case of 'battening down the hatches' during the past two years. Most operators have seen business decline or at best stay relatively flat as consumers have cut back their spending on discretionary products and services.

OTC Painkillers and Cold and Flu Remedies - UK

Since the beginning of the recession in 2008, the market for OTC pain and cold/flu remedies has experienced a decline in value sales. According to Mintel's consumer research, the active ingredients contained in OTC medication are more important than the brand of medication.

Green Lifestyles - UK

The recession, rising costs of fuel and food as well as the cost of living has seen people re-evaluate their lifestyle and outgoings. This report explores people's attitudes towards the environment and establishes how green

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OTC Painkillers - Europe

Supermarkets have made great inroads in the OTC market in the UK, with almost as many consumers buying OTC supplies alongside their groceries as buy from the leading personal care chains Boots and Superdrug. The strength of other European countries' supermarket chains is not as high as in the UK ...

Hair Appliances and Accessories: The Consumer - US

Hair appliances: Lack of new technologies and the poor economy have forced retailers and suppliers of electrical hair styling appliances to become more creative about how they develop products and go to market. In what is largely a replacement category, incremental sales are being driven by multi-use items, as well ...

Laundry Detergents and Fabric Conditioners - UK

The laundry detergents and fabric conditioners market saw sales increase by just 2% during 2010, with the strongest growth coming from fabric conditioners where an ever increasing range of more exotic fragrances helped to boost sales. In detergents it is concentrated liquids and gels that have been responsible for most ...

Shampoos - Europe

European shampoo sales have been adversely affected by the economic recession, with consumers opting for economy and private label offering at the expense of premium products. Value sales in the 'big 5' have thus either stagnated or posted a decline. However, the year 2010 showed signs of improving demand.

Oral Care - US

Sales of oral care products declined slightly in 2008 and 2009 as millions of Americans sought to reduce household expenditures as a result of recessionary pressures. However, FDMx sales grew for the first time

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people say they are compared to how green their lifestyles actually are.

in three years in 2010 and now resemble levels observed before the recession.

Household Cleaning: The Market - US

Four straight years of declining category sales suggest that the household cleaning products market is undergoing something more significant than a temporary recession-driven downturn. More than just trimming expenditures on products, consumers are changing the ways they approach the task of cleaning the house. By taking a close look at ...

Home Laundry Products - US

Registering sales of \$9.1 billion in 2010, the home laundry products market has been in decline since 2005 due to consumers paring back on consumption, seeking discounted products and turning to private label offerings. Because household penetration is 98%, new products and brands tend to cannibalize sales from existing ...

Health and Fitness Clubs - US

The fitness club category has posted annual gains during the past five years, even during the recession, with revenues increasing from \$15.9 billion in 2005 to an estimated \$20 billion in 2010. Fitness club membership has similarly grown, from 41.3 million members in 2005 to an estimated 46 ...

Feminine Hygiene and Sanitary Protection Products - Europe

The sanitary protection markets France, Italy and Spain were in the red in 2010 when sales dipped by 1.6%, 8.6% and 0.5%, respectively. In the UK sales were flat, while only Germany eked out modest growth (0.8%) in the period. While product use is high – ...

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Household Polishes and Specialist Cleaners - Europe

European sales of household polishes and specialist cleaning products have been adversely affected by the economic recession, which has weakened consumer spending power. This has resulted in the contraction of market value, with the UK the only one of the Big 5 to manage continued growth.

Haircare - US

After category sales declines in 2008 and 2009, the haircare category posted a 1.1% increase in sales in 2010 to reach \$6.4 billion. Although growth was modest, a number of products that shared the same features had significant sales gains. This strongly suggests a new era of opportunities ...

Private Label Beauty Products and Toiletries - UK

What we have seen:

Household Polishes and Specialist Cleaners - UK

What we have seen:

Student Lifestyles - UK

What we have seen:

Feminine Hygiene and Sanitary Protection Products - UK

The sanitary protection (sanpro) and feminine hygiene market is expected to generate sales of £297 million in 2011, an uptick of over 1% year on year. The FMCG category is highly promotional with multi-purchase and discount deals a regular feature of supermarket shelves.

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Attitudes Toward Energy Savings - US

With the cost of energy rising and household incomes still stagnant, American consumers have more reasons than ever to reduce their energy consumption. But in today's hyper-connected, always-on culture, consumers are increasingly reliant on energy in nearly every aspect of their lives.

Household Cleaning: The Consumer - US

This report builds on the analysis presented in Mintel's report *Household Cleaning Products: The Consumer—U.S., May 2010*, as well as previous editions published in June 2008, June 2006, April 2004 and May 2003.

Bodycare and Depilatories - Europe

Steady, year on year value growth in European bodycare sales has been compromised by the economic recession and premium-oriented, non-essential products, such as anti-cellulite and firming treatments and gradual tanners, have fallen out of favour due to consumers' saving measures. Instead, consumers have returned to more basic bodycare products and ...

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Beauty Retailing - US

The color cosmetics and facial skincare categories continued to grow through Q4 2010 despite the slow economic recovery, but these segments are not recession proof. Unemployment was still high and consumers remained careful about spending. The retailers that reported the strongest performances were the ones that combined savvy merchandising and ...

Marketing to Singles - UK

Consumer behaviour can be complicated and bewildering. What makes people think, feel and reason in a certain way? How do they choose between different product alternatives (eg brands, products and retailers)

Healthy Dining Trends - US

Mintel's exclusive consumer research finds that 27% of restaurant-goers are interested in ordering a healthy restaurant meal; yet, 56% order what they want at that moment, rather than what's healthy. Diners' disconnect between wanting to eat healthfully and actually doing so undermines the success of healthy menu innovations, creating what ...

Cold, Flu and Allergy Remedies - US

In the U.S., the over-the-counter (OTC) cold, flu and allergy remedy market sold through FDMx (food, drug, and mass merchandisers, excluding Walmart) dipped slightly in 2010, following a range of challenges that have hurt the potential for sales growth. Chief among these was a moderate 2009-10 flu season, but ...

Shampoo, Conditioners and Treatments - UK

Shampoos, conditioners and treatments need to overcome their commodity status. Manufacturers and retailers are trapped in a vicious circle of aggressive discounting, which holds back value growth, which in turn prompts them to discount once again to drive up volume. The key to redressing this situation is to build penetration ...

Budget Shopper - UK

Despite challenging economic conditions, the majority of people (59%) have felt the effects of the recession but have managed fairly well. This report explores people's financial health and their budgeting habits; it examines

and equally what influences their purchase decisions (eg culture, family, media)?

Dishwashing Detergents - UK

The most important factor that will drive growth in sales of dishwasher detergents is increasing ownership of dishwashers in UK homes. Between 2006 and 2010 the proportion of households owning dishwashers increased steadily from 34% in 2006 to 37% in 2010. This is the equivalent of an additional 1 million ...

Marketing to Retired People - UK

Consumer behaviour can be complicated and bewildering. What makes retired people think, feel and reason in a certain way? How do they choose between different product alternatives (eg brands, products and retailers) and equally what influences their purchase decisions (eg culture, family, media)?

Homeopathic and Herbal Remedies - US

The market for homeopathic and herbal remedies increased 17% from 2005-09 to reach \$5.9 billion. As these once considered “alternative” remedies continue to transition into the mainstream, Mintel expects growth to continue at a steady rate, averaging 3.5% growth annually through 2015.

Dishwashing Products - US

The dishwashing products category has largely taken the recession in stride, posting solid annual FDMx sales gains in 2008 through 2010. The positive results were driven in part by a recession-inspired return to home meal preparation, but also by marketers’ success at trading consumers up to premium products promising a ...

Soap, Bath and Shower Products - UK

The recession has impacted upon the shopping habits of more than five in ten adults. Buying soap, bath and shower products that are on special offer is top of the

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attitudes towards spending money and identifies the emotional responses to brands and retailers; the conflict between quality ...

Dishwashing Detergents - 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.

Green Marketing - US

The number of consumers whose shopping or investing decisions are influenced by corporate behavior continued to grow in 2010. Despite ongoing financial pressures, consumers remain committed to ethical and green shopping.

Food Storage - US

The \$2.3 billion FDMx market for food storage products has been challenged by a struggling economy, coupled with a highly saturated market in most food storage segments, minimal innovation of product and packaging, and growing environmental awareness that eschews disposable products. Additionally, non-FDMx channels such as dollar stores have ...

Attitudes Toward Convenience Store Shopping - US

The convenience store industry is becoming more complex, increasingly facing competition from a number of other types of retailers, fast food restaurants and even financial service providers. The vast majority of convenience stores (c-stores) rely on gasoline sales—and indeed many consumers cite in Mintel’s custom consumer survey conducted for this ...



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mind amongst just over a half of consumers. Almost four in ten consumers even go as far as stock piling ...