

June 2013

Asian American Premium Brand Consumer - US

“Asian American consumers control substantial collective buying power, but cannot be addressed as one group. Because there are multiple languages and multiple generations to address, promoters of luxury goods to Asian audiences would do well to focus on a particular Asian subgroup.”

Body Care - US

“While the body care category has been struggling, shifting consumer’s focus from price and promotional incentives to improved functionality and value-added benefits should help put the category on a growth track.”

Body, Hand and Footcare - UK

“More than one in three people feel a twinge of guilt about their bodycare routine: companies have access to a potentially receptive target group (35%) who feel they should use bodycare products more often. Finding a way to harness the guilt will help boost usage and stem declining value and ...

Oral Healthcare - UK

“Appearance, health and hygiene remain the most important drivers in this category, with older people more focused on health and hygiene and younger people more focused on appearance. With the growth of the oldest and youngest demographics predicted, this offers opportunities for more tailored product offerings. Own-label remains competitive in ...

May 2013

Attitudes towards Cosmetic Surgery - UK

“The ageing population in the UK bodes well for the growth in the surgical and non-surgical cosmetic procedures market. However, the industry would do well to step up their efforts towards a commonly accepted set of standards to reassure potential customers that they are in safe hands.”

Facial Skincare - UK

“Facial care remains an integral part of beauty and grooming routines. However in a results-driven category, consumers are very demanding of their facial skincare products and brands tread a fine line between igniting interest and the ability to deliver on promises.”

Facial Skincare - US

“The sheer number of facial skincare products, claims, and benefits can create confusion for consumers when

Sanitary Protection and Feminine Hygiene Products - UK

“With an ageing population, the market could cater better for women who are leaving the sanitary protection market but entering the adult incontinence market. Closing the gap between pre- and post-menopause could come in the form of product ranges targeted to specific needs of this time in a woman’s life ...

Feminine Hygiene and Sanitary Protection Products - US

“The feminine hygiene and sanitary protection products market is up against several challenges, including private label brands and other new product innovations. Brands that continue to innovate and offer line extensions, as well as build a relationship with users, will be most successful.”

Weddings - US

“While the wedding market has returned to modest growth, a smaller share of the population is choosing

shopping the category, potentially deterring them from trying new products. Innovative retailing and marketing strategies to help consumers better navigate this overwhelming category may offer a fresh approach to facial skincare.”

Oral Care - US

“The oral care market can expect to see growth in the coming years due to consumers’ regular usage of these products along with a lack of competitive alternatives. However, this market does have some issues it will need to address. In some segments, private label offerings are slowly starting to ...

April 2013

American Lifestyles 2013: Five Years Later - US

“Nearly four years into the economic recovery, the labor market remains historically weak and median household incomes have yet to return to pre-recession levels. The lingering effects of the worst economic downturn since the ‘Great Depression’ of the 1930s have consumers retaining a budget mindset that applies to purchasing across ...

Living Local - US

“Local marketers have a challenge to simultaneously position local involvement as conducive to community and personal gain. While helping the local and wider economy and supporting patriotic sentiments are leading drivers of living local, participation in the local market are unlikely to be completely selfless. Whether focused on bettering their ...

Shampoo, Conditioners and Styling Products - US

“The haircare category is highly saturated and competitive, creating challenges for manufacturers and retailers to encourage increased consumer spending in the category. However, continued improvements in product functionality combined with the emergence of new segments such as anti-aging have the potential to drive future category growth.”

Beauty and Personal Care - International

marriage and more opting to cohabit without commitment instead. Industry players will need to look beyond the traditional parameters of weddings to attract marriage holdouts. Other avenues for market growth include answering other ...

The Arts and Crafts Consumer - US

“The arts and crafts industry has room to grow in the U.S. To increase involvement, marketers must appeal to more consumers by positioning handmade items as conducive to financial, personal, and social gain. The most likely artists and crafters are those who can either save or make money by ...

British Lifestyles 2013: Examining the Legacy of the Economic Downturn - UK

This report looks at British lifestyles in 2013 and examines the legacy of the economic downturn. The report looks at British lifestyles through the eyes of the consumer. It looks at the sectors where people spend more or less in the beginning on 2013 compared with the same time in ...

Disposable Baby Products - US

“While disposable baby products enjoy high household penetration and purchase incidence among those households with babies and toddlers, the market has experienced stagnant sales in the past five years. Private label offerings are grabbing market share and sales; challenging economic circumstances and falling birth rates are decreasing product demand; and ...

Cold and Flu Remedies - UK

“Growth in the market will be driven by continued product innovations and a boost in the population of children, impacting the children’s and parents’ OTC market. Opportunities exist in extending product ranges and innovating in faster-acting formulations and product formats.”



Beauty and Personal Care - International

Shampoo, Conditioners and Styling Products - UK

“A tough economic climate has resulted in a ‘want it all’ attitude amongst consumers. They have come to expect additional product benefits but don’t want to pay a premium for them. Creating an experience around haircare brands is likely to win over consumers who increasingly value expert opinion and advice ...