

September 2012

Men's and Women's Fragrances - UK

“Fragrances have proved more resilient than functional toiletries. Their luxury cachet, aspirational appeal and emotional connection with consumers have all ensured that fragrances remain a dressing table staple.”

Online Grocery Retailing - UK

“If our recommendations for the rollout of in-store and drive-through collection are implemented by major grocery chains, then their store estates – including c-stores and hypermarkets respectively – become indispensable for fulfilling online orders.”

Vitamins and Supplements - UK

“When it comes to health and wellness today’s information-driven consumers seek advice from a number of quarters but it is recommendation that carries the highest weight influencing purchase of vitamins and supplements amongst six in ten users. With personal recommendations, or those from experts, being the biggest driver for buying ...

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Children's OTC and Healthcare Products - UK

“Adopting a more holistic approach could give a good boost to the Children’s OTC market. Providing parents with skills to offer their baby relief from symptoms of minor ailments such as colic, teething, and constipation will be key to expanding the children’s OTC market. Independent healthcare companies could take a ...

Colour Cosmetics - UK

“The lipstick effect holds true, with women continuing to invest in their looks and treating themselves to little, affordable luxuries. Women might not have control over what happens with national economics, but they can take charge of their personal appearance.”

Women's Bodycare - UK

“Shifting demographics can put body, hand and footcare marketers in a fix. On the one hand, although known to be less frequent users, brands will need to place some attention to tending to older women.”

July 2012

Sexual Health - UK

“Overall the sexual health picture is not as positive as might have been predicted a year ago. Perhaps for greatest overall effect messages have to be delivered at the point of sale, to emphasise the importance of consistent use of condoms. To reach non-regular users, maybe brands could consider taking ...

Home Shopping - UK

“The days when home shopping was distinct from store shopping are over. It’s only analysts who try to make the distinction. For everyone else it is just shopping. And shopping is changing rapidly. If there is one clear message of this report it is that home shopping and store shopping ...