

January 2011

Toothbrushes - Europe

Toothbrushes are the workhorses of the cosmetics market – everyday staples that consumers often view as boring necessities. This attitude has created a highly commoditised category characterised by a constant round of price cuts and multi buy offers for manual toothbrushes, and frequent special offers for their electric and disposable ...

Paper Products - Europe

Never mind any crisis, this is a market that grows steadily in affluent countries and rapidly in the poorer European countries. Convenience is often the main driver for growth, but pampering and wellness attributes are increasingly introduced as suppliers seek to stem a descent into banalisation. The market also received ...

Toothpaste and Mouthwash - Europe

In contrast to the stagnant toothbrush market (see Mintel's *Toothbrushes – Europe, December 2010*), toothpaste and mouthwash had a happier time in 2010. Mouthwash put on ground rapidly across Europe, while toothpaste too has its bright spots.

Vitamins and Supplements - Europe

As consumers across Europe have become increasingly aware of the benefits of a healthy diet, the demand for healthy food as well as vitamins and dietary supplements has risen over the last two decades. The emergence of a body of medical evidence linking diet to physical health has also encouraged ...

December 2010

Dishwashing Products - Europe

With a value of some €685 million in 2010, France is Europe's largest market for dishwashing products, thanks partly to a relatively high share taken by

Hard Surface Care - Europe

This is an essential and steady market, one where some segments can even expand better in times of recession, as consumers spend more time and money in the house, and less going out or on holiday. A growing DIY attitude towards the home may also swell sales, e.g. of ...

Air Care - Europe

If only because of the proliferation of fragrance in many household chemical markets, shoppers doing their everyday rounds in food/drug channels are ever more fragrance aware. Air freshener sales are thus strong and still growing, especially in the central European nations. The products do well when money is short ...

Natural and Organic Personal Care - Europe

The European natural and organic personal care market has been one of the most dynamic areas of the beauty industry, inspiring a wealth of media coverage and, seemingly, unstoppable consumer interest. However, good intentions have not necessarily translated into sales, and the market remains niche – and a relatively small ...

Babies' and Children's Personal Care - Europe

Supported by active new product development and sustained value growth, the UK baby care market remains the largest of the 'Big 5', equalling some £375 million (or €447 million) in 2010. Recent European product innovation has generally focused on baby care for sensitive skin and botanical/herbal products, with parents ...

Household Fresheners - UK

Household fresheners are enjoying a period of rapid innovation, with new fragrances, new formats and new participants in the overall market. Fresheners have

Household and Personal Care - International

dishwasher products that carry elevated average unit prices compared to hand dishwashing products.

moved on from being a functional product designed to cover unpleasant smells, into being a more integral part of improving the general ambience of the home. This ...

Home Theater Hardware - US

Despite recession-driven cutbacks in spending, the market for home theater hardware has continued to grow, thanks to game-changing technologies that vastly improve the home viewing experience. However, hardware sales face increasing competition from alternative content sources. Furthermore, evolving means of content distribution threaten to make some types of hardware redundant.

Beauty Online - UK

Beauty is a small, yet rapidly developing online market. It has more than doubled in size between 2005 and 2010 to an estimated value of £420 million and experienced a hike in the number of shoppers in first quarter of 2010.

Children's Personal Care - US

The economic downturn has impacted sales in a variety of categories and children's personal care (CPC) is among them. While parents are as frugal as ever, it is also evident that there are significant opportunities for companies that focus their product development and marketing efforts on key segments of the ...

Heart Disease - US

Some 81 million Americans (34% of the population) have some type of cardiovascular disease, and this number will likely increase in the coming years. However, only a minority of those with heart health issues take preventive measures to manage their disease. This gap will create an opportunity for companies to ...

Refrigerators, Freezers and Dishwashers - US

The market for refrigerators, freezers and dishwashers has seen inflation-adjusted sales fall 4.2% from 2008-2010 as the collapse of the housing market, low consumer confidence and the stagnant renovation market have driven down demand. In 2010, the government Cash for Appliances program did however boost demand for energy-efficient appliances ...

November 2010

OTC Pediatrics - US

With the exception of a sales boost in 2009 motivated by the H1N1 flu pandemic, the children's over-the-counter (OTC) remedy market has suffered over the last three years from negative publicity resulting from a steady stream of events, including multiple recalls, a plant closing, and an ongoing inquiry into the ...

Food Retailing - Europe

This report series covers the 19 leading economies of Western Europe. In total these countries account for around 98% of all European retail sales, excluding Russia. The remaining ten countries are either too small (eg Luxembourg) or are not sufficiently well developed to warrant detailed coverage (eg Romania and Bulgaria) ...

Sleep Aids - US

Dieting and Weight Control Foods - UK

Household and Personal Care - International

This report explores the market for non-prescription, over-the-counter (OTC) sleep aids. Many Americans have trouble falling asleep or staying asleep. Despite their sleep troubles, however, most Americans have not tried a prescription, OTC or homeopathic sleep aid.

- Low fat/calorie foods with added health benefits would appeal to the over 45 year olds who form the core of the weight control foods market. These consumers are more likely to be looking to change their diet to improve their health.
- As men are more likely to agree that ...

Toilet Care - Europe

Toilet care is a major household cleaning sector, but growth in the more developed European markets is slow. Consumers have less time to clean and less cash to spend on cleaning products. The major current trend is towards more sustainability: 'chemical' cleaning products are widely perceived as bad for the ...

Air Fresheners - US

Sales of air fresheners are on the decline, and Mintel finds that this downward trend is not solely the result of the economic downturn. Air care products outside of the freshener market are becoming increasingly competitive, in addition to widespread negative perceptions among consumers about the product category. This report ...

Dishwashing Detergents - UK

The market for dishwashing products includes two main kinds of products: detergents for hand dishwashing; and detergents for automatic dishwashers. Over 2005-10 the total market grew by 24% to reach £460 million. Market growth has been driven by new product development and premiumisation in dishwashing detergents, particularly dishwasher tablets. As ...

Fruit Juice and Juice Drinks - UK

The fruit juice and juice drinks market is valued at £3.1 billion in 2009 and, while both volumes and values have grown in recent years, the category has been hit by consumers trading down and a reduction in investment in both advertising and innovation. The juice drinks sub-sector has ...

Men's Grooming - Europe

The €5bn market for dedicated male grooming products has achieved a great deal in a relatively short time. The industry's greatest achievement, arguably, has been to convince younger men that they need their own C&Ts; and that it is now permissible – even stylish – to take an interest in ...

OTC Internal Analgesics - US

Growth in the OTC analgesic market has been stunted, as consumers feel the effects of both the difficult economy and a slew of product recalls in the sector. Branded products face an unprecedented challenge from private label manufacturers. Future growth prospects will depend on the ability of marketers to reignite ...

October 2010

Household Cleaning Products - UK

This report assesses the market for products used for cleaning and polishing in a domestic context.

Children's Sports Activities - UK

This report charts changing patterns of children's participation in sports activities and assesses the attitudes towards sport of both young people and their parents to identify how sports providers, brands and retailers can encourage more children to play more sport, more often. In so doing, it examines the hypothesis that ...

Pest Control - Europe

Organic Food - UK

Household and Personal Care - International

In terms of product penetration, key European pest control markets have seen very little change in recent years. However, when it comes to product innovation, suppliers have developed increasingly sophisticated insecticides, rodenticides and anti-dust mite treatments. The range of product formats has been expanded from the traditional aerosol sprays, powders ...

Budget Shopper - US

The official announcement that the recession came to an end in June 2009 seems out of sync with the reality of most Americans still feeling the effects of the downturn. Reflecting an enduringly recessionary mindset, a majority of consumers continue to say that they are budgeting their money more than ...

Household Paper Products - US

The \$13.6 million household paper market, including toilet paper, paper towels, tissues, napkins and towelettes, has seen sales drop in 2009 and 2010 as consumers seek to further economize, and dollar sales erode through private label competition in a mature market. This report analyzes these and other trends seen ...

Hair Care, Colourants and Treatments - Europe

The hair care market has suffered mixed fortunes over the last couple of years, with some categories flourishing, whereas others have stagnated or even fallen.

Fabric Care - Europe

Recent years have witnessed steady annual growth in European fabric care markets, supported by growing population sizes, more frequent washing, and active new product development (NPD). However, due to the economic recession, many countries have witnessed a stagnation in terms of per capita spend, with many consumers switching to economy ...

This report covers the UK retail market for organic food produced according to organic principles and standards. This includes fruit and vegetables, meat and poultry, dairy products, fish and seafood, eggs, prepared foods and groceries, cereal products, baby and toddler foods and infant formula. It includes organic foods that are ...

Food Allergies and Intolerance - US

To understand the market impact of food allergies and intolerances, Mintel explores sales of food and drink products specifically marketed as “free-from” or without certain common allergens. Despite the negative economic pressures brought about by the recession, the free-from category has proven to be a bright spot, with dairy/lactose-free ...

Conditioners - Europe

While shampoos enjoy near complete penetration in the ‘Big 5’ countries and much of Europe, conditioners are still fighting for their place in the bathroom. Conditioner penetration varies from a high of 73% in the UK to just 40% in France.

Sanitary Protection - Europe

Feminine hygiene and sanitary protection markets in Western Europe have slowed down in recent years due to negative demographic trends, commoditisation of certain product categories (such as towels) and the impact of the recession. Eastern European markets have been more dynamic as a result of the growing purchasing power and ...

September 2010

Household and Personal Care - International

Men's Grooming - US

The US men's grooming market, as sold through food, drug and mass stores, will benefit from a growing male population between 2010 and 2015. As most population growth will occur among senior men—who are less likely than younger men to use a range of grooming products—grooming brands must make the ...

Shampoo - Europe

The phrase “bad hair day” was coined by trichologist Philip Kingsley nearly 50 years ago but it still resonates today. Hair can have a vital psychological impact on how people feel about themselves, something the haircare industry is more than aware of.

Nuts, Seeds and Dried Fruit - UK

This report covers nuts, seeds and dried fruit, eaten as snacks and used in cooking/baking. Also included in this report are nut mixes.

Residential Flooring - US

Flooring market sales fell from 2006-10 as the collapse of the housing market and wider recession drove down demand. Consumers have held off on floor replacements, set aside major renovations and traded down to less expensive products. The result is an extremely competitive landscape that nonetheless has the potential for ...

Pet Food - US

The American Pet Products Association (APPA) estimates that U.S. pet owners spend \$48 billion annually on their companion animals. The largest percentage of this spending can be attributed to pet food. In addition to the large volume of sales, pet food companies are attracted to the category because it ...

Black Haircare - US

Historically, black consumers have shopped at hair salons and beauty supply stores for their haircare needs. While that is still the case for a large number of shoppers, given the state of the economy, many black

Private Label OTC Healthcare - US

While the recession has put a halt to sales growth in many large CPG product categories, overall sales of over-the-counter (OTC) remedies have continued to grow at a slow, steady pace over the last few years. Market share for lower-priced private label products, however, have risen sharply. The economic downturn ...

Laundry Products - UK

The report examines the retail market for products used for washing, cleaning and freshening clothes, including laundry detergents, detergent boosters, stain removers, fabric conditioners and clothes refreshment products.

Smoothies - UK

The smoothies category has seen its exponential growth – driven by the success of Innocent – checked in the past three years, with the economic downturn seeing many consumers switching to cheaper alternatives such as pure fruit juices.

Pet Supplies - US

The US pet supplies market appears to be mostly recession-proof, having steadily gained sales between 2005 and estimated 2010. Yet pet owners nonetheless place the most emphasis on price and private label sales outpaced national brands in some segments in 2010 (for the period to date), such as dog and ...

Candles - US

As noted in Mintel's *Candles—U.S., August 2009*, sales of candles declined steadily and significantly between 2006 and 2009, as recession gripped the nation and the category faced stiff competition from various air care categories. However, while the market still faces significant challenges, there are some signs of improvement in ...

consumers are taking a closer look at FDMx outlets, which tend to offer better ...

August 2010

Female Beauty and Personal Care Consumer (The) - UK

In a beauty and personal care market already worth approaching £14 billion (including products and services such as hairdressing, see Mintel report British Lifestyles, August 2010), there is still plenty of scope for innovation and further growth. Women have a good understanding of basic skin types and are well practised ...

Nappies and Baby Wipes - UK

Mintel last reported on the market for nappies and baby wipes in April 2008. The market has continued to grow, despite the ongoing downward pressure on prices from promotional deals and own-label products.

British Lifestyles 2010 - UK

Britain has emerged from the recession but is faced with a long and lingering period of uncertainty. Consumers remain wary about the future, and this is reflected in spending habits and attitudes about what is 'essential'.

Vacuum Cleaners - UK

This report looks at factors underpinning market decline and manufacturer efforts to mitigate it, rising consumer interest in eco products and wider variety in format and retailing developments. It also looks at demographic and economic trends and how they have shaped the market and are influencing its future.

Washers and Dryers - US

The market for washers and dryers saw shipments fall from 2007-09 as the collapse of the housing market and slumping consumer confidence drove demand down. There have however been tentative signs of recovery in

Attitudes Toward Sodium and High Fructose Corn Syrup Reduction - US

Recent research indicates that the majority of American adults are watching their diet. The health and wellness trend is driven by a variety of factors including an aging population and analysis suggests that as the economy improves, Americans are likely to gravitate more toward better-for-you (BFY) options such as those ...

Diabetics: Attitudes and Behaviors - US

Some 23.5 million adults have diabetes and another 57 million were pre-diabetic in 2007. Diabetes is one of the gravest health threats facing the country.

Soap, Bath and Shower Products - Europe

While some personal care categories have been affected to some extent by the economic uncertainty of the last year, bath and shower products have been given a clean bill of health. Personal cleansing items are regarded as daily essentials and consumers are unwilling to cut back on their usage for ...

Eye Care - Europe

Facial skincare has led the cosmetics market, both in terms of dynamism and innovation for a number of years. As the category has evolved, facial skincare products have featured increasingly ambitious claims and, in parallel, have become increasingly specific. One area to benefit from this approach is the eyes.

2010 and there is certainly pent-up demand building. This report examines the impact of the downturn ...

July 2010

Oral Care - US

An economizing mindset among some consumers has been sufficient to keep sales growth in check over the last three years in the oral care products category. In this environment, competition has only become more intense. A handful of successful new product launches have won market share, but have failed to ...

Deodorants - Europe

Deodorants and antiperspirants have been commercially available for many years and their basic principles have not really changed. Deodorants are designed to prevent body odour, whereas antiperspirants are formulated to control sweat and thus minimize odour. Over recent years, antiperspirants that mask odours have become the mainstay of the market.

First Aid - US

The first aid category is facing a number of challenges: the growth of private label, consumers trading down because of the recession, and a paucity of strong brands. Insightful market research can help companies meet these challenges. To that end, this report provides:

Lawn and Garden Products and Services - US

In this report, Mintel takes a look at the almost \$58 billion Lawn and Garden products and services market, which has seen a boom in fortunes over the last several years, as consumers have turned to gardening as a way to economize on produce – and as a relatively inexpensive ...

Garden Products Retailing - UK

- There is massive potential for garden products, furniture and plants as more than eight in ten adults have a garden and 3% have an allotment.
- Around three in ten (14 million) adults think that paying more for better quality plants is worthwhile. Highlighting that plants are grown in the locality ...

Male Grooming and Personal Care Consumer - UK

This is the first time that Mintel has examined men's attitudes towards grooming and personal care. The report complements Mintel's reports Men's Grooming – UK, June 2010 and Men's Fragrances – UK, September 2010 and examines how men's attitudes towards the beauty and personal care industry can be built upon ...

Household Cleaning: The Market - US

This report examines the mature household cleaners market, which has seen sales slide at FDMx during 2004-09 and has been especially hard-hit by the broader downturn since 2007. It probes overall sales trends for the period 2004-09, including in-depth analysis of trends in five major segments. It projects sales growth ...

June 2010

Household and Personal Care - International

Bicycles - UK

- In 2009, the value of the bicycle market grew by more than 4%, despite a 10% fall in the number of bicycles sold. With nearly all bicycles sold in the UK being imported, the weakness of the pound led to a sharp rise in prices.
- A shortage of stock last ...

Cosmetic Surgery - UK

- Between 2008 and 2010, the UK market for cosmetic surgery is estimated to have grown by 17% to reach an estimated worth of £2.3 billion. Non-surgical procedures are estimated to account for more than 90% of all procedures and for almost three quarters of revenues in 2010.
- Cosmetic surgery ...

Student Lifestyles - UK

This report takes the general theme of 'Students as Consumers' and asks the question:

Family Purchases: Kids as Influencers - US

Kids and teens often influence what their parents purchase on their behalf and play a key role in determining what type of foods and entertainment will be purchased for the family household. At the same time, the FTC and other agencies are regulating advertising directed at kids more closely than ...

DIY: Home Improvement - US

The prospect of a slow, drawn out economic recovery without robust job growth or a quick rise in home prices doesn't bode well for a rapid rebound in the broader home improvement industry, which has already suffered three consecutive years of decline. But the longer the economy stays out of ...

Contraceptives - US

The U.S. market for OTC contraceptives sold through food, drug, mass and convenience stores has posted solid sales growth between 2004 and 2010, driven by a range of dynamic factors. These factors include the high number of consumers who wish to avoid pregnancy, specific demographics who are the most ...

Children's Obesity - UK

- There are real indications that the upward trend in overweight and obesity rates among children has halted and even started to decline. NHS data show lower rates from 2005, and projections for future obesity levels – particularly for teenagers – have been lowered significantly as a result.
- In January 2008 ...

Men's Grooming - UK

- Despite growing interest in personal appearance amongst men and a greater acceptability of using products such as skincare, over the last three years the UK's £484 million men's grooming market has grown only marginally, by just 3%.
- Men are reluctant to experiment with their appearance. Just one in ten often ...

Exercise Trends - US

The majority of Americans are not getting enough exercise, and that means there are numerous opportunities for companies in the exercise category to help motivate them. Some of the topics covered in this report include:

Household Cleaning Products: The Consumer - US

This report analyzes exclusive, up-to-date consumer research to examine usage, attitudes and purchasing behavior relative to household cleaners including wipes, surface sprays, all-purpose cleaners and a range of more specialized cleaning products. It includes trended data to show how consumer behavior has been evolving, especially in the wake of the ...

May 2010

Private Label Soap, Bath and Shower Products - US

In this report, Mintel takes a closer look at the world of private label as it relates to soap, bath, and shower products. While the poor economy and prolonged recession has spurred consumer interest in lower-priced household items, there are surprises in even the personal care category, as private label ...

Impact of The Recession on Consumers' Leisure Habits - UK

This report examines the impact of the recession on consumer spending habits across a wide range of leisure sectors, looking at the background macro-economic factors, key sector trends, where cutbacks have occurred, attitudes towards leisure spending in the current economic climate and likely future prospects.

Sports Goods Retailing - UK

- Despite the recession, and against a background of aggressive discounting, the sports goods retail market's value has remained above 2006 levels, at an estimated £5,646 million in 2010 (compared with £5,600 in 2006). It is expected to resume 4-6% annual growth from 2011.
- Parents of under-15s are 50 ...

Sanitary Protection and Feminine Supplies - US

As a foundation, products for sanitary protection and feminine hygiene need to be effective, so advances in technology play a key role in the success of a product. In the past few years, advancements in the effectiveness of tampons and pads have given manufacturers the ammunition they need to embark ...

Green Marketing - US

Despite increased awareness and interest in green living and climate change, the job of the green marketer has not been made easier. Corporate ethics is now a major field of study and an important focus area for many

Household and Personal Care - International

Cough and Throat Remedies - US

The US cough and throat remedy market is driven by a range of factors, including the seasonal severity of colds and flu; population growth among children, seniors, and women, particularly those with young children (who are all more susceptible to contracting colds and flu); and the recession, which has further ...

Analgesics - UK

- Growth in consumer expenditure on over-the-counter (OTC) analgesics has slowed in the last two years. Recession is not the sole explanation. The proportion of adults using analgesics has declined and cheaper own-label products have put price pressure on branded products.
- Positive news for analgesics is that they remain an essential ...

Diet Trends - US

The recession has thrown the weight loss category into flux, causing consumers to change their behaviors and seek out alternatives to accomplish their weight loss goals. Understanding these new dynamics is essential for success. This report explores a number of factors that are shaping consumers' attitudes, including:

Food Storage - US

This report takes a detailed look at the evolving food storage industry, which has grown modestly since 2004. In the most recent year, manufacturers have been faced with potentially game-changing challenges from all directions, ranging from consumer concerns over chemicals in plastics, to an entrenched recession that is affecting consumer ...

Outdoor Barbecues - US

The outdoor barbecue market saw shipment values fall for the second consecutive year in 2009. Nevertheless, an increase in at-home cooking and on-going interest in outdoor living have all buffered the market from posting even steeper losses. Grilling enthusiasts; younger, multi-

companies. This increased level of competition makes acquiring the consumer's attention ...

ethnic buyers; families and dads all stand out as consumer ...

Haircare: Shampoo, Conditioner and Hair Styling Products - US

Haircare sales have suffered in the last two years, not only from a weak economy, but also from a relative lack of major new product breakthroughs to rekindle interest and engagement in the category. Still, marketers continue to fight for market share through a variety of means including line extensions ...

April 2010

Gastrointestinal Remedies: Digestive and Immunity Health - US

The market for over the counter (OTC) gastrointestinal (GI) remedies performed strongly in 2009, driven by the shift of prescription brands to OTC availability. However, most brands are losing ground to private label competition, and there is question as to whether new launches will truly result in incremental sales. A ...

Food Provenance - UK

This report reveals that while no single food issue chimes with the whole of Britain, animal welfare has become the most widely shared concern. British and local origin of food rank close behind, broadly on a par with purity of food, but well ahead of considerations like organic and carbon ...

Leisure Centres and Swimming Pools - UK

- A boom in secondary spending on items such as food, drink and merchandise as a result of the government's free swimming initiative has been helping to keep the leisure centres and swimming pools market buoyant, with revenues up 14% in the past five years and admissions 10% higher.
- Energy efficiency ...

Laundry Accessories - UK

- Achieving estimated value sales of £257 million in 2010, the market for laundry accessories is shaped by the availability of outdoor space, impacting directly on the number and type of laundry accessories people own.
- The purchase of laundry accessories, such as washing lines and ironing boards, tends to be planned ...

Attitudes Toward Fiber and Digestive Health - US

A number of factors suggest that products with added fiber or digestive claims should be well received by the American public. Mintel's review of the category, however, shows that only a handful of products were introduced in 2009, and few of them matched well with consumers' desires.

Health Food Retailing - UK

This report concentrates on products traditionally sold through health food stores. Functional foods, ie those with added ingredients that are of benefit to health (eg cholesterol-reducing margarine), are not strictly health foods but are discussed throughout the report as an associated category.

Household and Personal Care - International

Soap, Bath and Shower Products - UK

- Despite an overall rise in the number of new launches, the soap, bath and shower category accounts for a declining share of beauty and personal care launches. The sector lacks excitement and is failing to engage consumers at the point of purchase with its new launches.
- After a couple of ...

Natural and Organic Personal Care Products - US

This report explores the NOPC market and includes insights on how this market is evolving. The market has the potential to be far larger than it currently is, stifled by a lack of clear industry standards surrounding the very definition of “natural” and “organic” personal care. The resulting consumer confusion ...

Paint and Wallcoverings - US

The paint and coatings market has seen shipment values fall for the third consecutive year in 2009. Although paint has outperformed some other DIY segments in the consumer market, in the professional market paint sales have plummeted as new home construction has ground to a virtual standstill. This has been ...

March 2010

Pest Control Products and Services - US

Against the backdrop of the housing slowdown and increased consumer environmental awareness, the pest control services and retail products market has faced its share of challenges during 2007-09. However, the market has proven somewhat resilient to poor macroeconomic conditions. Near-term challenges aside, Mintel finds the long-term prospects for growth sound ...

Baby Durables - US

Consisting of baby furniture, mobility, daytime care and safety/wellness products, Mintel takes a close look at how the baby durables market is performing when challenged by a stagnant child population, economic recession and a new generation of tech-savvy mothers.

Beauty Retailing - US

The color cosmetics and facial skincare shopping experience in the US can leave women overwhelmed by choices from brand lines to retail channels. While pricepoint serves as a baseline for most beauty purchases, the desired retail experience is more elusive to define. This report looks at the way women shop ...

Active Lifestyles - US

According to the Centers for Disease Control, roughly one third of the American population is considered obese. Obesity and related health issues are having a profound effect on the overall population, as well as with individuals struggling with weight issues. At the same time, it is almost impossible to separate ...

Smoking Cessation Products - US

Despite an environment that makes it increasingly difficult for smokers to light up, sales of smoking cessation products (SCPs) are lackluster. Cigarette taxes are at an all time high, and smoking bans have relegated

Optical Goods and Eyecare - UK

- Optical goods, especially spectacles, are a discretionary purchase and the recession has dented demand. Spending in 2009 fell by 2.2% compared with the previous year. However, modest growth will return in 2010

Household and Personal Care - International

smokers to “back rooms and alleyways.” At the same time, the recession proves to be ...

as consumer confidence improves with sales forecast to grow by 19% in the five years to 2014 ...

Disposable Baby Products - US

This report examines the market for disposable baby products including diapers, training pants, wipes/moist towelettes, as well as cleansing and care products. Using sales data along with Mintel’s proprietary GNPD, results from the Experian Simmons NCS/NHCS, and Mintel’s exclusive consumer survey, Mintel analyzes the increasingly competitive disposable baby ...

February 2010

Allergies and Allergy Remedies - UK

- An estimated 21 million adults in the UK suffer from at least one allergy, with 10m suffering from more than one. Opportunities exist in the allergy testing sector as only half of sufferers have been medically diagnosed.
- A quarter of adults believe that nearly everyone claims to be allergic to ...

Activity Holidays - UK

This report provides an overview of trends in activity holidays, investigating the core market factors, strengths and weaknesses, consumer dynamics, and likely future developments.

Holiday Centres - UK

This report provides an overview of the market for holiday centres, investigating the core market factors, consumer dynamics, strengths and weaknesses, innovation in the sector and likely future developments.

Green Living - US

Before the beginning of the recession, the “green” marketplace was one of the fastest growing sectors of the US economy. Though economic factors have slowed growth in this sector, consumers remain committed to green shopping. In this report, Mintel examines the size, scope, and growth of the “green” consumer marketplace ...

Self Diagnostics - US

The self diagnostics market is made up of a diverse group of products that are thriving or flailing due to the economy. For medical segments—mainly those that involve the testing of blood—testing is more of a necessity and is often covered by insurance, which has impacted retail sales. At the ...

Cereal Bars - UK

- Simply toning down the sweetness in cereal bars could win over 3.6 m adults who shun the bars for being too sweet.
- Bigger is better. Larger cereal bars have the potential to attract over four million adults. This group doesn’t eat cereal bars as they prefer something more substantial ...

Beauty Retailing - Europe

The Beauty and Personal Care Consumer - US

Household and Personal Care - International

The 2010 Mintel report series on **Beauty Retailing in Europe** covers the beauty market in six countries, France, Germany, Italy, the Netherlands, Spain and the UK. This data in its entirety is contained in the single copy six-country report, which gives a full overview of beauty retailing in these markets ...

The beauty and personal care consumer is beset by a number of challenges in 2010, including the ongoing US recession, a multitude of often confusing choices in the BPC (beauty and personal care) aisle, and differing product claims. Mintel's exclusive consumer survey strategically approaches the BPC consumer by asking how ...

January 2010

Grocery Store Retailing - US

Grocery retailing has grown into a \$355 billion annual business in the US. While some industry observers believe that the grocery industry is recession-proof, that is only partly true. The reality is that while consumers do need to buy food and other household items regardless of economic conditions, and tend ...

The Pharmaceuticals Consumer - US

The pharmaceutical industry seems to be continually at battle for consumer trust, having to combat an onslaught of legislative and legal battles while doing a marketing dance around "the elephant in the room" of fair balance regulations. Sales have slowed and ad spend is down, with the economy pinching demand ...

Consumer Choices in Healthcare - US

The Great Recession, high unemployment rates, rising premiums, an aging population, and more are changing the face of healthcare in America. Providers in the category must understand these challenges and appropriate responses if they are to flourish.

Beauty Retailing - UK

Promotions and special offers resonated with very large numbers of shoppers, equivalent to 22 million adults – 2009 was the year of the 'deal-conscious shopper'. Retailers have responded to changing consumer needs during the recession by increasing their promotional activity, offering deals like 3 for 2's or buy one ...

Consumer Food Packaging - UK

- Easy to recycle (biodegradable) packaging is the top packaging attribute sought by 23 million consumers.
- Consumers appear to consciously attach less importance to the way packaging looks, as only 1.2 million consider stylish packaging to be an important packaging attribute.
- Food packaging design should factor in multi-functional uses as ...

Consumer Food Labelling - UK

This report looks at awareness and importance of different food labels, as well as the understanding of them within the context of the changing nature of the overall food market in the UK.

Attitudes Towards Health - Stress - UK

This report explores today's stressed-out consumer. It investigates the biggest triggers of stress and identifies ways to respond to this through new product development, marketing campaigns or corporate initiatives.

Small Kitchen Appliances - US

The small kitchen appliance (SKA) market has shown only modest growth from 2004-09, with sales falling as the recession has led consumers to cut back on non-essential spending. However, consumer interest in saving money with more at home cooking and fewer coffee-shop visits has buffered the market from steep sales ...