

December 2017

Suncare - UK

“The value increase in the suncare market is thanks to sun protection. Led by frequent usage rather than advances in innovation, shoppers are trading down to more basic sun protection to overcome extra expense. Aftersun remains a small segment with consumers unconvinced by its benefits, while self-tanning has fallen victim ...

Natural and Organic Personal Care Consumer - US

Natural brands continue to experience growth, an affirmation of the importance placed on ingredient safety and the role natural and organic personal care (NOPC) products play in an overall wellness lifestyle. To expand consumer penetration of these products and advance sales growth, stakeholders should highlight NOPC products as part of ...

Skincare Ingredient and Format Trends - US

The skincare market is highly saturated, and brands are challenged by consumer demand for simplicity as well as routine shopping behavior, limiting product trial. Focusing on unique offerings to capture the attention of consumers, such as Korean skincare trends and on-the-go formats, could nurture category growth. Eco-ethical claims will also ...

November 2017

Men's Personal Care - US

The men's personal care industry is projected to reach \$4.4 billion in 2017, a 1.1% increase from 2016. While many men have a functional view of the category, they still show interest in specialized claims, added benefits, and premium products as they seek to achieve a handsome, healthy ...

Managing a Healthy Lifestyle - UK

"Only 15% of people thinking that they are unhealthy for a person of their age contrasts sharply with more than

Beauty and Personal Care - International

Middle Adulthood and Health - US

Middle aged adults (aged 45-64) make up an important, yet often overlooked, portion of the US population, and by 2022 will account for 24% of the total US population. Today's middle agers focus on improving their adherence to healthy behaviors, remain dedicated to the essentials of health management, and pay ...

Natural, Organic and Ethical Toiletries - UK

“Ethical considerations are very closely connected to perceptions of natural/organic, with consumers associating brands with a strong natural/organic positioning as being ethical. Ethics are important to the consumer particularly when using a brand for the first time, highlighting the importance of brands promoting their ethical credentials to win ...

Mature Beauty - US

For the \$37.5 billion beauty market, mature beauty users comprising 30% of the female population are a significant consumer base. However, many of their needs and interests are removed from those of trend-focused, digital savvy Millennials and iGen's. Mature consumers prioritize wellness, natural beauty, and a graceful approach to ...

Holiday Beauty - UK

“NPD in the holiday beauty sector largely focuses on convenience, with travel-sized products and on-the-go

Beauty and Personal Care - International

six in 10 people being overweight or obese. Consumers recognise the importance of getting enough sleep, having a healthy diet and exercising, but the majority are falling short on recommendations ...

claims. However, with the majority of people choosing not to buy beauty products specifically for use on holidays there is a perceived lack of need in the sector. NPDP in products by holiday type as ...

Seniors and Health - US

The number of Seniors, adults aged 65+, is on the rise, and by 2022 will account for 17.7% of the total US population. Today's Seniors are increasingly tech savvy, yet remain dedicated to the basics of health management. The current age of a Senior, younger (65-74) versus older (75 ...

Children's Personal Care Products - UK

"In a bid for safety, parents and brands alike turn to natural ingredients to provide gentle care. However, premium prices will still turn shoppers away as financial concerns mean less spend on non-essentials. Products that assist younger children could be a good opportunity, as well as appealing to the growing ...

Consumers and the Economic Outlook: Quarterly Update - UK

"Consumers' spending power is being hit by the squeeze on incomes as inflation continues to outpace average wage rises. In four of the last five months, people have been more likely to feel worse off compared to a year ago than to say that their finances have improved. This is ...

October 2017

Beauty Devices - US

This report will help you to uncover opportunities and understand the key issues affecting your market. How? By giving you instant access to analysis and critical recommendations. It will also challenge routine thinking by providing fresh, new perspectives that energizes your thought processes.

Consumers and the Economic Outlook: Quarterly Update - US

"The US economy remains strong and stable, maintaining most levels it held last quarter. Consumer outlook is still optimistic and positive, but differences in age and income level reveal different motivations for improving the current state of a consumer's finances. Few predict that their financial situation will change much over ...

Beauty Online - UK

"Slow growth is anticipated for the online beauty market as consumers still trust in the physical. Online trust can come through guiding shoppers via clear and helpful navigation, as well as positive ratings from real users. Shoppers are wary of product recommendations from famous influencers, and appreciate the ability to ...

September 2017

Beauty and Personal Care - International

Fragrances - US

After several years of weak performance, the \$3.8 billion US fragrance market continues to see sales slide, especially in the women's fragrance segment. Heavy competition within and beyond the category has resulted in slow category growth. Despite these challenges, interest is solid in natural fragrances, customized options, and fragrances ...

Vitamins and Supplements - UK

"The UK's health trend has underpinned much of the success in the market over the last 4 years; however, an increasing focus on exercise and healthy eating has lessened consumer reliance upon vitamins and supplements. The upsurge in popularity of elimination diets provides an opportunity, while exploring tailored supplement plans ...

Spa, Salon and In-store Treatments - UK

"The sector continues to see slow and steady growth, as the proportion of people having treatments such as facials and massages saw a rise in the period 2015-17. Beauty treatments, however, remain associated with special occasions and treats, suggesting that significant growth will come from overcoming this perception. Value also ...

August 2017

Luxury Goods Retail - International

"Growth in the global luxury goods market accelerated in 2016. Whilst the market continues to face a significant amount of uncertainty, consumer confidence remains high, the number of High Net Worth Individuals (HNWIs) continues to grow and the economy in a number of the key luxury markets is recovering. As ...

Contraceptives and Sexual Health - US

"The majority of adults who disclosed their sexual activity currently use a contraceptive product, denoting

Vitamins, Minerals & Supplements - US

Sales are beginning to slow as Mintel estimates growth for the vitamins, minerals, and supplements market in 2017. Consumer struggles with trust, cost, and the shopping experience are a challenge to the category, although many still believe in the benefits of these products. To best position themselves, category players should ...

Beauty Retailing - US

"Beauty retail is big business, garnering sales in the range of \$55 billion this year. Massive transformation is occurring as the youngest generations drive the future of the market. In-store shopping and buying is strongly preferred over online due in part to specialty beauty retailers luring in customers to immerse ...

Marketing to Moms - US

"The 43 million moms in the US are an important segment for marketers to understand, as they are often making purchases for the entire household. Although some family dynamics have changed – with more women having children without getting married, having children later in life, and having fewer children – ...

Pregnancy and Health - US

"The US continues to experience low birth rates. Despite this, pregnancy specific products that address the nutritional and physical needs of pregnant women continue to roll out. Pregnancy related attitudes and ailments will drive the need for functional products that can give women the peace of mind they are doing ...

Black Haircare - US

"The Black haircare market is in transition, as soft sales growth is wedged between two, very different consumer trends. One, a booming natural and regimen-focused product segment vs the precipitous sales free-fall of

Beauty and Personal Care - International

a strong base of contraceptive and sexual health users. Yet, category sales only improved incrementally from 2016-17, as the male contraceptives segment struggled. Reliance on previous product experiences and a degree of embarrassment involving the ...

relaxers, which were formerly anchor products for several heritage brands. Black consumers prefer, and expect, haircare products ...

In-salon Hair Services - UK

"The current expected value growth of the in-salon hair services market can be credited to expensive colour trends and a subsequent focus on hair health. However, a predicted decline in disposable income will mean salons need to prove their value in innovative ways, and reward current clientele to ensure their ...

Fragrances - UK

"After two years of disappointing sales performance, the fragrance sector is estimated to see modest growth in 2017. NPD in both the fragrances and body spray sector has encouraged people to spend more, however, consumers remain price-savvy and high-end fashion brands increasingly face competition from beauty and high street fashion ...

Consumers and the Economic Outlook: Quarterly Update - UK

"The snap election clearly unsettled consumers. All three of our measures of sentiment fell between April and May. And the inconclusive result means that there was no immediate bounce in confidence post-election. Instead, our data shows that people were even more concerned after the results were announced than they were ...

July 2017

Body Care and Deodorant - US

"Total sales of body care and deodorant continue on their slow and steady upward trajectory, with sales projected to increase slightly more than 2% for 2017. The tepid sales performance of this industry is a function of continued consumption of deodorant as a hygiene staple, and high existing penetration in ...

Oral Care - UK

"As a hygiene essential, the category continues to experience some growth in the face of price promotions. However, a reduction in oral care routines is undermining true growth potential, with mouthwash falling from favour. A focus on reinvigorating interest in mouthwashing through new usage propositions could benefit the overall category ...

Color Cosmetics - US

"The color cosmetics market experienced moderate growth in 2017, which represents slower gains than those seen in 2015 and 2016. While the market is saturated and some women are turning to value brands to cut costs, opportunities to reinvigorate sales include facial make-up products that offer relevant skincare benefits. Athletic ...

Managing Skin Conditions - UK

"A poorly-funded health service means those with skin conditions are becoming more self-sufficient; diagnosing their own ailments and looking for organic solutions to fit their lifestyle. This could create opportunities for the non-prescription market to develop more natural products, or extend into segments previously off-limits due to skin sensitivity. Retailers ...

OTC Analgesics - UK

Consumers and the Economic Outlook: Quarterly Update - US

Beauty and Personal Care - International

"A need to keep going at work is helping to keep the value of the category afloat, but it is increasingly under threat from consumers trading down to generic painkillers. Some adults are also turning to alternative methods of pain relief, potentially taking them away from buying OTC remedies, which ...

"As of June 2017, the economy is still improving, wages are slowly rising, and unemployment numbers continue to fall. Consumer sentiment about their financial situation remains healthy, and most consumers don't think their finances will change (or increase) that significantly. Parents overall are somewhat more optimistic about the financial future ...

June 2017

Men's Facial Skincare - UK

"The men's facial skincare category shows evidence of having reached its peak, with a plateau in value in 2016 and an estimated decline in 2017. With NPD falling, there is little to entice new users to enter the sector, whilst low usage frequency amongst existing users is further stifling the ...

Women's Facial Skincare - UK

"No longer using wipes and moisturisers to solve every issue, women are discovering the benefits of cleansing, cleaner living, and high-quality products on their skin. A new focus on natural radiance has distracted women from other concerns such as ageing, creating a need for brands to step in and remind ...

Oral Care - US

"In a category with slow but steady sales growth and high penetration, factors such as brand, benefits, and costs have the greatest influence in purchase decisions. To maximize growth potential, stakeholders should leverage a need for sensitivity products, products offering a variety of benefits, and natural positioning."

- Jana Vyleta, Health ...

Marketing to Millennials - US

"The Millennial generation is aged 23-40 in 2017, with many on the precipice of major life decisions. As this generation contemplates buying a home, getting married, and having children, these lifestyle changes will likely have them reconsidering their purchase habits. At this stage, Millennials provide fertile ground for marketers looking ...

Beauty and Personal Care Accessories - US

"The BPC (beauty and personal care) accessories market experienced gains in 2017 (est), driven by strong consumer interest and increased availability of make-up brushes and sponges. Going forward, brands can nurture interest in make-up brushes by positioning themselves as experts and providing women with the tools they need to confidently ...

May 2017

Drug Store Retailing - US

The effects of an aging population focused on health management are positive for the drug channel, which is projected to continue on its path of upward sales growth over the next five years.

Marketing to the iGeneration - US

Although there are no official start or end dates for a generation, Mintel uses the rise and fall of annual births to demarcate one group from the next. The iGeneration, named for the influence that technology (particularly

Beauty and Personal Care - International

Apple technology) and the customization of goods and services has had on this ...

Facial Skincare and Anti-Aging - US

"The facial skincare and anti-aging market has experienced moderate growth of 8% between 2011-16, driven by gains in the facial cleanser and facial moisturizer segments. Going forward, incremental sales could be achieved by broadening the appeal of natural skincare offerings by touting efficacy-related benefits such as being gentler or working ...

Cough, Cold, Flu and Allergy Remedies - UK

"Modern lifestyles are continuing to take their toll on consumer health. A need to power through at work not only increases the demand for products that can alleviate the symptoms of coughs and colds, but also helps spread those coughs and colds through the workplace, whilst climate change and exposure ...

Colour Cosmetics - UK

"The colour cosmetics category continues to show strong year-on-year growth, although this is being driven by trends rather than innovation. Indeed, NPD has shown an overall decline since 2014 whilst purchase is up, suggesting that make-up trends continue to encourage women to browse and buy in the sector. Whilst diversity ...

April 2017

Consumers and the Economic Outlook: Quarterly Update - US

"With a new administration, a growing economy, and a relatively healthy jobs market, this Report addresses how consumers are feeling about their current financial situation. Through a series of questions that will be asked throughout 2017, Mintel has aggregated consumer opinion on their current finances, how they hope to improve ...

Personal Care Consumer - US

"Despite the high market penetration of personal care products, there are opportunities for growth. While consumers are price sensitive when shopping, factors that influence consumer purchases including scent and product functionality could increase spend. To entice consumers to trade up to more expensive products, financial incentives that minimize risk, such ...

Cough, Cold, Flu and Allergy Remedies - US

"US sales of OTC cough, cold, flu, and allergy remedies have had healthy growth for the past few years, yet slowed from 2015-16. A mild cold/flu season, effective flu vaccines, and more moderate success in Rx-to-OTC switches is likely to have tempered market growth. Mintel expects growth to continue ...

Shaving and Hair Removal - US

"The shaving and hair removal market continues to struggle due to a highly saturated landscape as well as consumers taking a value-driven mindset to shopping the category. Estimated 2016 sales of \$3.8 billion represent a 3% decrease from 2015, as consumers opt for lower-priced options and turn to retailers ...

Marketing to Older and Younger Millennials - UK

Hand, Body and Footcare - UK

Beauty and Personal Care - International

“While Millennials have been at the forefront of a physical health revolution in recent years, their mental health has fared less well. A growing number of studies have cited social media as the dominant factor behind the generation’s self-esteem crisis; however, their ardent usage of these platforms suggests that they ...

“Consumers are growing bored due to less innovation and advertising spend in hand, body and footcare. The prestige sector should copy professional treatments as the trade down from premium to mass brands accelerates, or partner with fashion and social media. Basic consumers care about skin comfort and relief. Brands can ...

Hair Colourants - UK

“The hair colourants category has fluctuated in value in recent years as temporary colour products, which are typically priced lower than permanent products, continue to boom in popularity. Consumers are also showing a more relaxed approach to colouring, with colourant users extending the longevity of their colour as well as ...

Shampoo, Conditioner and Hairstyling Products - US

“The mature shampoo, conditioner, and hairstyling products market has posted steady growth, driven by gains in the larger shampoo and conditioner segments, allowing the market to overcome struggling sales of hairspray and hairstyling products. However, concerns over damage and preferences for simplicity have left consumers skipping daily washing, creating longer ...

March 2017

Disposable Baby Products - US

"Sales growth of disposable baby products has reached a five-year high in 2016, driven by training pants, natural brands, and private label. Future sales are projected to grow annually as parents continue to value the safety and gentleness of these products, brand name, product efficacy, and value."

- **Jana Vyleta, Home ...**

OTC Sleep Aids - US

"The majority of adults struggle with sleep. The inability to get a good night’s sleep paired with the spotlight placed on the importance of sleep have helped strengthen OTC sleep aid market growth and should continue to boost sales as consumers face many sources of sleeplessness. However, persistent consumer concerns ...

Consumers and the Economic Outlook: Quarterly Update - UK

“Consumer sentiment has remained strong, reflecting growing real wages, low unemployment and, as yet, the absence of any major economic upheaval post-EU vote. When it comes to the impact of the vote, people are relatively positive about the big-picture issues such as the UK’s economic growth, and most feel ...

Women's Haircare - UK

“The women’s haircare sector has struggled to show growth in recent years as savvy shopping behaviours continue to take their toll, with the category showing value growth of just 0.3% in 2016. The value of the prestige sector has shown a particular rise, keeping the category afloat, suggesting a ...

Nutrition, Health, Vitamins & Supplements - All Regions

Mintel’s Annual Overviews take a look back at 2016 and provide a detailed overview of the key issues faced by key categories through the year. Including; a full market overview, an in-depth review of the big stories from the year as well as our forecast for the future of these ...

Beauty & Personal Care - Ireland

“Mass market brands continue to dominate the beauty and personal care market however the rise in non-specialised retailers signals scope for growth of premium own-label brands in 2017. In terms of new product development the increased prevalence of allergies and lifestyle-related skin complaints highlights opportunities for brands that boast ‘dermatologically ...

February 2017

Soap, Bath and Shower Products - UK

“The soap, bath and shower market continues to be hindered by decreasing product usage, with competitive pricing strategies having a greater influence than new product innovations. There are, however, opportunities in the market to encourage trading up, such as focusing on lifestyle trends to promote the emotional and functional benefits ...

First Aid - US

The first aid category is experiencing flat sales in 2016 due to declines in foot care and an overall value-driven mindset among consumers. Future growth is projected to be modest as consumers continue to seek out products that provide value, durability, and functionality, and a shopping experience that is transactional ...

Men's and Women's Beauty and Grooming Routines - UK

“Appearance is so crucial to confidence that today’s adults aim to conduct the vast majority of their beauty and grooming tasks before facing the day ahead. However, busy lifestyles are taking their toll, which could spell trouble for products that require a greater level of time commitment. Harnessing the potential ...

January 2017

Beauty Retailing - Spain

“Spain is emerging from its prolonged recession and consumers are recovering their confidence. They are showing signs of trading up and are interested in the environmental credentials of beauty products. Consumer research for this report reveals a trend towards shopping at the specialists and a recovery in interest in innovative ...

Beauty Retailing - Germany

Marketing to Men - UK

“Marketing aimed at men continues to be heavily focused on high-achieving sportsmen and well-groomed male models, offering the brands behind them little differentiation in the minds of those they are targeting. This paves the way for brands to take a different approach in their campaigns, such as featuring role models ...

The Millennial Beauty Consumer - US

“Millennial women are highly engaged in their beauty routines, using a broad variety of products, spending more time than average on their appearance, and reporting strong skill levels and frequent experimentation. Interactive shopping experiences and YouTube tutorials provide avenues for reaching this tech-savvy generation, while advertising themes that focus on ...

Beauty Retailing - Italy

“The Italian beauty market is continuing to perform well. Despite fluctuating levels of growth in consumer spending, the leading specialists have continued to increase retail sales – strengthening their position in the market and stealing consumer spending away from the grocers and department stores. Looking ahead, the leading specialist Acqua ...

Beauty Retailing - Europe

Beauty and Personal Care - International

"The internet is a critical part of beauty shopping as consumers use social media for inspiration and the latest trends. But sales online are low and stores remain irreplaceable for allowing consumers to interact with products. Recent expansion by some of the leading players means stores are now more conveniently ...

Beauty Retailing - UK

"The beauty retail market is experiencing slowing growth as consumers are spending less, notably on basic products within the personal care segment. Stores remain vital to the beauty purchase process; and by investing in new services and technology, retailers are able to add value to their offering that cannot be ...

Managing Your Health - US

"The US continues to experience significant growth among the older population, along with an increasing life expectancy, growing the demand for products and services to assist health-engaged consumers. In order to help consumers overcome barriers to living a healthy lifestyle, it will be essential to tap into their emotional motivators ...

Beauty Retailing – Europe, January 2017 provides detailed coverage of the beauty retail sectors in the five major Western European markets: the UK, France, Germany, Italy and Spain. The data in its entirety is contained in the five-country report, which gives a full overview of beauty retailing in these markets ...

Beauty Retailing - France

"Growth in spending on personal care in France has been sluggish, but the specialist retailers have been growing strongly. This is in no small part due to the dynamism of market leader Sephora, whose accessible stores and digital innovations are leading the way, but also down to the expansion of ...

Home Hair Color - US

"Home hair color sales have remained flat, as preferences for natural looks, concerns over damage, and ombre styles, which have made roots less taboo, have all placed downward pressure on the market. Despite challenges, opportunities exist to reinvigorate sales, exemplified by positive men's hair color sales, suggesting that expanded availability ...