

December 2014

Medicated Skincare - US

“Medicated skincare product sales are expected to grow steadily in the coming years. Market players can accelerate growth by delivering new product benefits, expanding into new categories, addressing the needs of consumers with chronic skin conditions, and increasing their engagement of Hispanic and Asian consumers.”

– Gabriela Elani, Home ...

The Premium Brand and Luxury Consumer - US

“The internet is the ultimate equalizer, and it has given brands both large and small a chance to communicate directly with consumers; however, the ‘access for all’ mentality of the web does not always work in favor of brands that have an exclusive reputation to manage. Though the adoption of ...

Natural and Organic Toiletries - UK

“Price is a barrier in this category, with natural/organic being a lower priority when buying products. This offers opportunities for brands to present more appealing pricing strategies, such as secret discounts. With certification being a low indicator of whether a product is natural or organic, this suggests a lack ...

First Aid - US

“While the first aid market experiences steady sales, growth is limited because consumers tend to use products only when they have an injury. There are opportunities to increase ownership among growing population groups, which could help to boost sales in the coming years.”

– Emily Krol, Health and Wellness ...

Cosmetic Surgery - UK

“The UK cosmetic surgery market could benefit from further capitalising on the burgeoning population of adults that qualify as overweight or obese. Clinics could look at more widely marketing treatments designed to help people reduce their weight, as well as highlighting the benefits of excess skin removal surgeries.”

Professional Cosmetic Services - US

“While growth in the professional market appears to be steady, declining interest in services among an aging population could be problematic. Nonetheless, concerns about looking older are pervasive and suggest opportunities for personal care products that bridge the gap between the retail and professional markets.”

November 2014

Supermarkets: More Than Just Food Retailing - Spain

“The food retailing sector has been held back in recent years by the poor performance of many non-food categories, particular more discretionary items. Grocers’ sales were just 2.6% higher in 2013 than they were in 2009. This compares very poorly with most other European markets – only Croatia, Greece ...

Beauty and Personal Care Packaging Trends - UK

Supermarkets: More Than Just Food Retailing - France

“Hypermarkets are performing better than their counterparts in the UK, but similar trends are visible in the market. Larger stores are growing more slowly than smaller ones. There is a recovery in shopping at the food specialists. There are, we think, two main factors. First, the development of online shopping ...

Suncare - UK

“The suncare category is largely dependent on the weather, and with a wet summer in 2014, the category is

Beauty and Personal Care - International

“First-and-foremost, packaging needs to be practical, however, the in-home longevity offered from the BPC (Beauty and Personal Care) category adds greater potential for companies to focus on the aesthetics of their products in order to add value; raising their profile with impressionable young Millennials in particular. Further opportunities exist in ...

predicted to decline in value by 8%. This offers opportunities for brands to advertise in the winter or position products outside the summer season. Innovations in multi-functional products, as well as ...

Sun Protection and Sunless Tanners - US

“Suncare brands are challenged to overcome the seasonal usage habits and price-driven mentality of category shoppers. Nonetheless, consumers are demanding convenience, performance, and natural ingredients from their sun protection products, creating opportunities for brands to increase usage and boost sales.”

– **Shannon Romanowski, Senior Beauty and Personal Care Analyst**

October 2014

Consumers and the Economic Outlook: Quarterly Update - UK

“The revival in confidence has stalled. Although the economy is picking up speed, the population as a whole isn’t feeling the benefit of the recovery. People are as likely to say that they feel worse off than they did a year ago as they are to say that their finances ...

Beauty Devices - UK

“Expense is the biggest barrier to purchase in this category, and despite the availability of money-back guarantees, women show interest in trial periods and special offers to avoid a hefty initial outlay. Additionally, beauty devices are seen as time-consuming and taking up space which could cause issues particularly for younger ...

Men's Toiletries - UK

“Post-recession, the male toiletries consumer remains intent on saving money on day-to-day purchases, and fashion trends continue to stunt certain markets such as shaving and hair removal. As a result the market has plateaued, however a number of opportunity areas exist for brands such as catering to a tween audience ...

Personal Care Consumer - US

“Personal care consumers are becoming more informed and skeptical, and are demanding transparency, simplicity, and efficacy when shopping for and using personal care products.”

– **Shannon Romanowski, Senior Beauty and Personal Care Analyst**

Lifestyles of Millennials - UK

“Traditional advertising has largely failed to capture imaginations of younger audiences, and advertisers need to step up creativity to sustain their appeal to Millennials. Funny and creative campaigns have the most potential for capturing the attention of younger

Men's Personal Care - US

“The men’s personal care category is expected to grow steadily due to men’s continued reliance on personal care staples, such as APDO and shaving products, which have traditionally been segmented by gender. Companies can accelerate market growth by

consumers and winning their longer-term loyalty.”

– Ina Mitskavets, Senior Lifestyles ...

September 2014

Black Consumers' Beauty and Grooming Products - US

“How Blacks define beauty may be similar to Whites in some ways, but what they see as attractive may be entirely different. Beauty is truly in the eye of the beholder, and it is very individual. Blacks have unique beauty and grooming needs. Although there are many products on the ...

Marketing to Moms - US

“The modern mom utilizes an assortment of tools and resources to research products and make purchases; most prominent among them is her smartphone, but her arsenal also includes social media, family and friends, and experts. As the Millennial generation settles into its prime childbearing years, brands must keep tabs on ...

Lifestyles of Mums - UK

“To a new mother, her baby is the apple of her eye, and she would spare nothing to ensure their needs are met, even if that means that her own needs and interests are neglected. Brands could re-ignite mums’ passion for their habits and lifestyle before they had children and ...

Vitamins and Supplements - UK

“Although the top reason for taking vitamins/supplements is generic, the rise in value sales of vitamins/supplements specifically for men and women suggests that consumers want a degree of personalisation, offering opportunities for the market. Driving further segmentation within demographic groups could be a way to encourage growth. In ...

Beauty and Personal Care - International

encouraging men to trade up to male-specific products that offer them new ...

Vitamins, Minerals and Supplements - US

“Vitamins, minerals, and supplements have historically had strong sales, as this was an easy to make up for ‘less than perfect’ diets. However, the market is up against several challenges, including increasing consumer skepticism about the efficacy of VMS products. Introducing products with more customized appearance boosting claims or lower-dose ...

Hispanic Consumers' Haircare, Beauty and Grooming Products - US

“Hispanics tend to overindex on spending and use of most beauty product categories. However, competing in this market is not easy as brand usage tends to be very fragmented. In this environment, brands that learn to use recommendations from friends and family in their favor may have an opportunity to ...

Shaving and Hair Removal Products - US

“Today’s shaving and hair removal product consumer wants convenience and economy. Although the biggest innovations came in cartridge razors, the only segment to grow in the last two years was disposable razors, as consumers demonstrate a continual willingness to use products that are “good enough” and affordable, rather than the ...

Men's and Women's Shaving and Hair Removal - UK

“Retail value sales in the shaving and hair removal market stagnated in 2013; however, a focus on new product innovation has seen the category return to growth. Expanding into new and niche areas such as male body hair removal, laser and IPL (Intense Pulsed Light) home devices among others presents ...

Black Consumers and Haircare - US

“Blacks’ haircare needs are distinct from others. While there are many products on the market that are specially formulated for them, many are still searching for the right product to fit their ever-changing needs. Natural hair is here to stay, and many are struggling to find the right product and ...

August 2014

Luxury Goods Retailing - International

“Especially in China, we expect 2014 and 2015 to be years of lower demand for ostentation and greater demand for niche, discreet luxury brands.”

– Hilary Monk, Senior Retail Analyst

Men's and Women's Fragrances - UK

“Growth in the fragrances market has begun to slow in 2014, with online pureplayers gaining traction through sampling opportunities and flexible delivery options, as well as tempting consumers away from store-based retailers with cheaper prices. However launch activity remains strong, with men’s and unisex fragrances receiving an increased focus and ...

July 2014

Black Consumers Attitudes toward Advertising - US

"Many marketers are shifting their dollars away from the Black consumer segment, while others are moving their initiatives away from traditional to digital. Since Blacks are receptive to advertising and want to see more targeted to them, they are paying attention to which companies demonstrate a sincere commitment and understand ...

Colour Cosmetics - UK

Fragrances - US

“Shoppers are bombarded with scent variety across numerous categories including fine fragrance, personal care, and household. As a result, consumers are overwhelmed and a bit apathetic, leading to sluggish fragrance sales. Brands will need to focus on delivering more value-added benefits, especially when targeting older consumers, as a way to ...

The Shopping Experience of Asian Americans - US

“Though Asians represent an enticing market, with substantial and growing buying power and many high-income and highly educated shoppers, marketers need to remember that Asians are an extremely diverse and multifaceted population.”

Feminine Hygiene and Sanitary Protection Products - UK

“Value sales in the sanitary protection, feminine hygiene and adult incontinence market are relatively protected due to the necessity of the products included. However, there is an opportunity for brands in each segment to now seek further growth by offering new products that address many of the concerns women have ...

Consumers and The Economic Outlook - Quarterly Update - UK

Beauty and Personal Care - International

“As trends and behaviours continue to evolve in the colour cosmetics market, opportunities arise for brands to appeal to new consumers including older women, as well as inspiring a higher spend per product with technological advancements such as 3D printing and individually tailored products.”

“Although people are still more confident than they were in 2013, Mintel’s data suggests that they’re not entirely convinced by the economic revival. Across all three key measures (current situation, impact of the slowdown and how they expect their finances to fare over the next year), sentiment was slightly more ...

Marketing to Men - US

“Men are a broad consumer base that are increasingly being recognized by marketers. The emerging male consumption patterns can be attributed to both shifting societal norms as well as shifting demographics. Traditional gender roles continue to blur, and today’s Millennial males buck tradition by taking on household chores that had ...

Color Cosmetics - US

“The color cosmetics category can be complex – the number of products, claims, and the introduction of multitasking formulas can overwhelm even the savviest of make-up users. As a result, women are looking for guidance from a variety of sources including both online and in-store.”

Healthy Lifestyles - UK

“Health, fitness and nutrition brands could promote the idea of longer-term health as an investment, with incremental steps taken every day, creating a virtuous circle of healthy habits for life.”

– Ina Mitskavets, Senior Lifestyles and Consumer Analyst

June 2014

Cleaning the House - UK

“Focusing on not just highlighting the attributes of cleaning products but also showing families doing the cleaning together could help to inject more life into an advertising campaign and at the same time increase engagement with a cleaning brand.”

Body, Hand and Footcare - US

“In spite of being a mature market, the body, hand, and footcare market holds opportunities for brands that emphasize therapeutic skincare and packaging innovation that reinforces ease of use and convenience. Targeting relatively untapped demographic groups such as men, older shoppers, and multicultural consumers also presents brands and retailers with ...

Body, Hand and Footcare - UK

“Despite older people being the most likely to agree that moisturising the body is important, actual usage of body care products is low amongst the over-55s. The low usage of anti-ageing products amongst this group suggests that ageing skin has other needs which are currently under-represented in new product development ...

May 2014

Beauty and Personal Care - International

Oral Care - US

“Oral care sales are expected to grow modestly into 2018. However, there are ways for companies and brands to accelerate sales growth, which include influencing consumers to adopt more complex oral care routines, provide better outreach to underserved consumer segments, and grow toothbrush sales.”

Feminine Hygiene and Sanitary Protection Products - US

“Growth of feminine care products has been minimal in recent years, as the market is up against several challenges. Women are having fewer, lighter periods, contributing to declining usage of sanitary protection, specifically tampons. However, an aging population and increased interest in cleansing products bodes well for the category ...

Oral Care - UK

“Although a high proportion of the population visit the dentist, there remains a large proportion who do not do so, as well as a large proportion of parents who do not take their children to the dentist, suggesting missed opportunities for product endorsements. Despite the rise in products designed for ...

Facial Skincare - UK

“Facial skincare brands can focus on appealing to low usage demographics and more targeted product positioning claims to maintain sales growth in the category. The consumer interest in free-from products and ethical practices can also be harnessed to address brand loyalty.”

– Charlotte Libby, Senior Beauty Analyst

Facial Skincare - US

“Despite slow sales growth and the highly saturated nature of the facial skincare category, the market does hold opportunities for products that emphasize gentle skincare, function, and convenience. At the same time, the changing landscape of the facial skincare category presents both challenges and opportunities for brands and retailers to ...

April 2014

The Shopping Experience of Black Consumers - US

“Black consumers shop a wide variety of stores – from Walmart to Barney’s New York. This is not a one-size-fits-all consumer. Marketers need to better understand the different consumer segments within the Black community and how each segment is unique and has different expectations when it comes to the shopping ...

The Shopping Experience of Hispanic Consumers - US

“When Hispanics find a good deal, regardless of their age, income, or level of acculturation, they are eager to tell their families and friends about it. Retailers who can identify the needs of this segment and act accordingly

American Lifestyles 2014: Looking Forward - US

“In 2014, it appears that America has finally stopped holding its collective breath, waiting for another economic shoe to drop. After five years of slow but steady growth, Americans have passed the tipping point of prolonged economic worry and have cautiously accepted that things are better. Confidence in personal finances ...

Cough, Cold, Flu and Allergy Remedies - US

“Despite increasing sales, the cough, cold, flu, and allergy market is up against several challenges. Most consumers seek to prevent getting sick, lessening the need for remedies to treat their ailments. Additionally, it

may be able to count on Hispanic consumers as valuable allies to ...

Haircare - UK

“While the haircare markets remain in growth, the pace has slowed in 2013 as consumers turn to savvier shopping methods to secure the cheapest prices, and scientific as well as technological advancements cause a cannibalisation of product needs.”

Disposable Baby Products - US

“Disposable baby product sales are expected to be stagnant to declining into 2018. To boost sales and stave off competition from private label, companies and brands should consider expanding the current category and better engage Hispanic parents.”

March 2014

Children's Personal Care - US

“The CPC market is expected to grow slowly into 2018. Better engagement of dads, creating products to keep children in the category for longer, and reinvigorating the struggling haircare segment could help accelerate sales growth for this market.”

Soap, Bath and Shower Products - US

“The soap, bath and shower category has experienced steady gains, despite being a functional and mature market. However, brands should be prepared to address the changing regulatory environment and an aging population in order to stay on a positive growth path.”

Children's OTC - UK

“The market has been impacted by parental reluctance to treat their child without professional help as well as reduced innovation. Encouraging parents to treat their children at home, by offering better advice, as well as

Beauty and Personal Care - International

is difficult to predict the severity of a given cold or flu season. Providing ways to help ...

Shampoo, Conditioner and Hairstyling Products - US

“The haircare category has experienced steady gains, though sales of styling products and treatments have struggled. Styling products and treatments that engage men and an aging population as well as reinforce healthy looking hair should help boost segment sales.”

Marketing to the Green Consumer - US

“Enthusiasm for green products has increased since 2012, perhaps this is due to consumers’ perception of green as money saving. However, consumers refuse to be inconvenienced by green. They value accessibility, affordability, and quality. Companies should not presume that loyalty will come easily as consumers seek transparency and authenticity from ...

The Green Consumer - UK

“Green consumer habits have become increasingly driven by the financial advantages they bring to the consumer. However, consumers have also come to expect a high level of environmental and ethical integrity from the brands they patronize, despite the fact that they are often unprepared to pay more for the benefits ...

Babies' and Children's Personal Care Products, Nappies and Wipes - UK

raising their confidence in brands by better engaging with them using social media could encourage ...

February 2014

Christmas Shopping Habits - UK

“It was a good Christmas and everything suggests that the strong retail trend will continue through 2014. And yet everything is built on expectations that could easily be disappointed. The income squeeze is as bad as ever and we need to see that disappear if Christmas 2014 is to be ...

Soap, Bath and Shower Products - UK

“Lifestyle factors present long-term considerations for the soap, bath and shower market with bathing habits changing. A daily shower is becoming increasingly popular as consumers move away from time- and money consuming bathing, despite its relaxing appeal.”

January 2014

Beauty Retailing - Spain

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

Beauty Retailing - Germany

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

Beauty Retailing - Europe

Beauty and Personal Care - International

“The disposable nappy and personal care segments were the worst performers in the market in 2013. Encouraging consumers to switch back to brands, and move away from savvy shopping techniques will be essential for returning the categories to growth.”

Anti-aging Skincare - US

“Lines between the anti-aging and general facial skincare categories continue to blur, hampering sales growth for both markets. Offering shoppers more targeted solutions to anti-aging skincare concerns while also providing them with more informational tools will be essential in driving future growth while also better differentiating the two markets.”

Marketing to Millennials - US

“Companies or brands that successfully market to Millennials are ones that recognize that there is no such thing as a ‘Millennial’—just individuals or groups of individuals who are at a similar lifestage and have lived through similar experiences. They want to be treated for who they are, rather than be ...

Beauty Retailing - Italy

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

Beauty Retailing - France

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

Marketing to Baby Boomers - US

Beauty and Personal Care - International

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

Black and Hispanic Moms - US

“While there are a lot of similarities between these moms, they are different in many ways. Their culture and heritage is an important part of who they are and they are looking to maintain it, especially younger moms (18-34 years old). It’s likely that they have a heightened sensitivity toward ...

Nail Color and Care - US

“The nail category has typically focused on appealing to young women with new products that are trend-driven and encourage experimentation in order to drive growth and generate enthusiasm. Going forward, the category may want to better align with the needs of older and multicultural women while also introducing tools to ...

Deodorants and Bodysprays - UK

“This is a category where brand name prevails and own-label is held with scepticism. With long-lasting being the most important product attribute, consumers are more trusting of brands to deliver long-lasting protection. However, products not lasting as long as they claim to is the biggest product frustration, suggesting that using ...

Lifestyles of the Over-55s and Seniors - UK

“Even though the majority of the over-55s are retired, their household wealth (eg value of property and other financial investments) continues appreciating, providing a buffer in tough economic times. This means that today’s over-55s have largely weathered the downturn much better than younger generations, and the health of their finances ...

“Marketing to Baby Boomers is rooted in the quality of the product or service being advertised. Boomers may take notice of product messaging (though they might not want to admit they are influenced by something so prosaic as direct marketing and TV ads), but if products don’t deliver on their ...

Beauty Retailing - UK

“With consumers ever keener to secure the best deals, retailers would do well to find new ways to bolster customer loyalty. Following the lead of food retailers and introducing a Price Matching scheme could be one way to encourage loyalty by deepening trust. Giving customers a feeling of control over ...

Deodorants and Antiperspirants - US

“The APDO market is expected to grow steadily into 2018. However, the market does face some challenges that it will need to address. Companies and brands will have to determine ways of achieving incremental sales, reinvigorate sales of the struggling women’s APDO product segment, and address the needs of teens ...

The Drug Store Shopper - US

“Drug stores continue to live in danger of losing core market sales to mass merchandisers and supermarkets both OTC products and pharmacy services. Maximizing their position as a local retailer, creating laser focus on customer service, and continuing to develop a closely integrated online/offline service offering should be high ...