

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.”

First Aid - US

First aid products and treatments naturally correspond to consumer injury and illness. As it is difficult to increase the need for these products, marketers need to be especially savvy about increasing awareness and usage of first aid accessories and treatments. Therefore, consumer education is key to making brands top of ...

Lifestyles of Mums - UK

“British families continue feeling the pinch, as they weigh up their financial priorities, with many downgrading products for themselves rather than for their offspring. Having quality family experiences remains important, even in the wake of continued inflationary pressures and curbed spending on non-essentials.”

Fragrances - US

The U.S. fragrance market is experiencing healthy growth after seeing declines associated with the economic recession. Due to estimated growth of 6% in 2012, the industry is expected to reach more than \$3.5 billion in sales by the end of the year. Growth is being driven by improved ...

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Luxury Goods Retailing - International

This report differs from other Mintel retail titles in that it looks primarily at companies involved in design, manufacturing and distribution, rather than traditional retailing. However, many luxury houses are increasingly

Beauty and Personal Care - International

The Personal Care Consumer - US

The beauty and personal care consumer remains primarily feminine and continues to worry about aging, dry skin, and damaged hair. However, the market demographic appears to be shifting and new groups are looking for new products. Women as young as 25 show concern over aging and are looking for products ...

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 ...

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.

The Private Label Hispanic Consumer - US

According to the U.S. Census Bureau, the Hispanic population is expected to reach 61.1 million by 2017, a 15.6% increase from 2012. Additionally, Hispanic spending power is expected to climb to nearly \$1.7 trillion by 2017, from nearly \$1.2 trillion in 2012. Hispanic households are ...

Marketing to Millennials - US

Millennials are taking increasingly prominent roles as consumers and in the workforce, and in so doing have captured the attention of retailers, employers and government officials who are growing more cognizant of these young consumers’ preferences and overall market

Beauty and Personal Care - International

focusing investment on directly-operated stores in favour of wholesaling to third party distributors. But the reported revenues from these ...

potential. Millennials are in large part the driving force behind incorporating ...

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.”

Black Haircare - US

The Black haircare market is estimated to be \$684 million in 2012, a slight decrease from the \$687 million posted in 2007. This category has been impacted by the prolonged recession, which has hit Black consumers harder than it has the general population. While this has been beneficial for the ...

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 ...

Color Cosmetics - US

The market for color cosmetics stagnated during the recession as women spent less freely on makeup, trading down and reducing replacement cycles. However, sales have rebounded and increased 4.6% from 2010-11 and are estimated to increase 3.5% from 2011-12, reaching \$8.4 billion.

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 ...

Girls' Lifestyles - UK

“Today’s girls are highly engaged with social media, with the mobile channel reinforcing their habits. As examples of children using technology creatively or to promote social causes are becoming more frequent, perhaps parents should employ a ‘can’t beat them, join them’ mentality, fostering connections with their offspring, rather than telling ...

Body Care - US

Sales of body care products declined by 10% from 2007-12 (19% when adjusted for inflation) to reach \$2.5 billion, with the steepest declines seen in 2010 and 2011. This poor performance is likely due to a prolonged



Beauty and Personal Care - International

period of economic uncertainty that has consumers
adjusting their use of non-essentials ...