

### December 2016

#### Sexual Health - UK

“Durex is by far the dominant player in the market. Far from resting on its laurels, however, the brand consistently aims to instil in young adults the importance of safe sex, with initiatives that leverage the cultural themes and media most resonant with this group. To an extent, this is ...

#### Suncare - UK

“The suncare sector is estimated to show little change in value in 2016, despite a rise in usage of sun protection and self-tanning products. This is likely due to savvy shopping behaviours which have seen discounters rise in popularity. NPD in usage occasions has boosted usage in the self-tanning sector ...

### October 2016

#### Healthy Lifestyles - UK

“A third of adults believe that they are healthier now than they were a year ago, reflecting the UK’s booming interest in healthy living. However, healthy habits are hard to adopt, and even harder to sustain. The perceived higher cost of healthy food is also a significant barrier. Brands and ...

### September 2016

#### Consumers and the Economic Outlook: Quarterly Update - UK

“For the UK, the EU referendum is one of the defining moments of the 21st Century so far, with long-term implications that will rival events as seismic as the financial crisis. The truth is, though, that this early in the process there has been little direct impact on most people’s ...

#### Vitamins and Supplements - UK

“Increased NPD and investment in marketing helped return healthy growth to the vitamins and supplements market in 2015. Demographically positioned vitamins proved among the biggest success stories of the year, reflecting consumer demand for more targeted health solutions and indicating that brands could generate more interest in the category by ...

### July 2016

#### Health and Fitness Clubs - UK

“Flexibility and technology are two important emerging forces in the private health and fitness club market, the former filtering up from a rapidly-expanding low-cost sector that is bringing new users into the market and the latter filtering down from a premium segment focused on improving experiences and the sophistication of ...

### June 2016

#### Oral Care - UK

“Value sales growth in the UK oral care market has been increasingly undermined by falling sales in the mouthwash segment and a decline in new product launches. This underlines the importance of product innovation to the category if it is to return to a higher growth rate in the future ...

## May 2016

### Consumers and the Economic Outlook: Quarterly Update - UK

“Mintel’s consumer confidence data shows that the economy only has, at best, an indirect impact on sentiment. When the UK economy was outperforming most of its peers, many people were still pretty wary. However, in 2016 sentiment has continued to trend upwards, despite disappointing growth in the economy as a ...

### Gastrointestinal Remedies - UK

“Sales of gastrointestinal remedies have surged in recent years as consumers have become increasingly aware of their diet and digestive health. However, along with a growing awareness of health issues comes a greater desire to treat illness through dietary changes rather than reaching for medications, which is a challenge for ...

## April 2016

### OTC Analgesics and Cold and Flu Remedies - UK

“Overall, OTC analgesics and cold and flu remedies have enjoyed strong sales growth in recent years, bolstered by high levels of NPD and sustained investment in advertising, as well as a less effective flu jab in winter 2014/15. However, media headlines over the marketing of some branded analgesics could ...

## March 2016

### Feminine Hygiene and Sanitary Protection Products - UK

“The feminine hygiene and sanitary protection category has grown slowly and steadily in recent years, driven by the feminine hygiene and incontinence sectors. The category has seen a rise in recorded advertising expenditure, with recent campaigns focusing on empowerment as a theme, whilst NPD has also been increased, contributing to ...

## February 2016



## Health and Wellbeing - UK

### Attitudes towards Healthy Eating - UK

“Working against light/diet foods is a mentality, where the focus is not on cutting out the ‘bad’ ingredients (fat/sugar), but on eating highly nutritious food to boost your health. As such, products which place a strong emphasis on their nutritional excellence are likely to chime among many consumers ...

### First Aid - UK

“The first aid category has shown a dip in value in 2015, driven by a decline in launch activity as well as reduced investment in recorded advertising spend. However with high interest in innovations in plasters/bandages, and current research showing the potential for smart bandages in the near future ...

## January 2016

### Free-from Foods - UK

“The ‘health halo’ of free-from foods is a key driver of uptake, opening up a pool of opportunity beyond actual or suspected allergy or intolerance sufferers. However, it also leaves the market exposed to the vagaries of consumer opinion. The importance of health in driving uptake also means that companies ...