

December 2017

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 ...

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 ...

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 ...

September 2017

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 ...

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 ...

August 2017

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

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 ...

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 ...

Consumers and the Economic Outlook: Quarterly Update - US

"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

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 ...

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

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 ...

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 ...

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 ...

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 ...

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 ...

February 2017



Beauty and Personal Care - USA

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 ...

January 2017

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 ...