

### June 2019

#### The Millennial Beauty Consumer - US

"Millennial women show various levels of engagement, spending a consistent amount of time on their beauty routines and shopping for products. Older Millennials over index for interest in clean beauty products, while Younger Millennials follow a similar pattern compared to Gen Zs. It is important for brands to consider the ...

#### Oral Health - US

"For many consumers, oral care is perceived as a daily health essential, offering a consistent usage occasion for key players to penetrate. More than half of consumers report using four to six oral care products during their routine, supporting the need for supplemental products to achieve and maintain oral hygiene ...

### May 2019

#### Colour Cosmetics - UK

"Value growth of colour cosmetics slowed down in 2018 as women showed evidence of reducing spend by purchasing products less frequently. Whilst the category remains an experimental one, lower-priced mass-market and budget brands are being used to experiment particularly in colour makeup, keeping the overall value down. With high interest ...

#### Marketing to Gen Z - US

"Generation Z is growing up. They are focused on the future and feel tremendous pressure to succeed. They are close to their parents and still rely on them financially, but are optimistic about their future careers. They are more into social media and video games than older generations, and marketers ...

### April 2019

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

#### Hair Colourants - UK

"The growth of temporary colour has not outweighed the decline of permanent colourants, and in 2018 the market dropped by 2%. The trend towards ageing naturally means permanent colourants must seek a new heartland, while younger consumers' expectations for exciting and changeable looks give brands the opportunity to become the ...

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

"There remains significant potential yet to be realised within the topical analgesic segment, particularly if brands can focus on differentiating their products more clearly from oral pain relief products. In addition, given the consumer trend towards looking at health more holistically, brands in the analgesic and cough, cold and flu ...

#### Gen Z Beauty Consumer - US

"Generation Z consists of an array of young consumers at different stages in life. This diverse age range can be a challenge for brands as some Gen Zs are completely dependent on their parents, while others are branching out on their own for the first time. Regardless of age, these ...

#### Disposable Baby Products - US

"The disposable baby products market is estimated to reach \$8 billion in total 2019 retail sales, a decline of



## Beauty and Personal Care - International

“Ease remains essential when it comes to beauty and grooming routines, highlighting the relevance of convenience-related claims. However, with enjoyment in the category being high, brands can innovate in solutions that offer more sensorial benefits to drive routines. Health and environmental concerns could impact the category going forward; consumers may ...

nearly 1% from 2018. Market struggles can partially be attributed to declining birth rates, parents’ value-driven approach to the category, as well as increased competition from online retailers and subscription services ...

## Hand, Body and Footcare - UK

“The growth of the market to £557 million in 2018 has been driven by bodycare as consumers don’t understand the need for hand and foot products. Innovation trends create a focus on all-purpose products, meaning brands must develop personality to differentiate. Links to wellness could work for footcare; feeding the ...

## Facial Skincare and Anti-aging - US

"Growth has slowed for the facial skincare and anti-aging market, as the category competes with both internal and external factors. Consumer demand for multibenefit products continues, and an emphasis on clean skincare could be a challenge to mature, established players. Lastly, reasons for using face masks have shifted slightly, with ...