

### May 2016

#### Facial Skincare and Anti-Aging - US

"The highly competitive facial skincare and anti-aging category saw sales dip in 2015, as specialty skincare segments continue to struggle and the previously fast-growing lip balm segment also saw sales decline. However, cleansers and moisturizers show positive growth, and natural products, Asian skincare inspired products, and no-rinse cleansing products are ...

#### Teen and Tween Beauty and Personal Care Consumer - US

Teens represent an increasingly diverse and open-minded population, and as a result are seeking more relatable spokespeople in BPC (beauty and personal care) advertising and communication. Teens are also tech-savvy and engage with BPC products and trends online while ultimately making purchases in-store, stressing the need for a seamless omnichannel ...

### April 2016

#### Shampoo, Conditioner and Hairstyling Products - US

The shampoo, conditioner, and hairstyling market decelerated from the previous year, growing by 2.1%. The hairstyling segment has remained stagnant due to consumers' interest in more natural hairstyles. Innovation through new product forms that are addressing consumers' concerns and hair needs, the expansion of male offerings, and better delivery ...

#### Disposable Baby Products - US

"After years of flat or declining sales, the disposable baby products market is bouncing back as birth rates and consumer confidence recover and parents allocate more spend to premium products."

### January 1970

#### Oral Care - US

"The US oral care category has suffered from slow growth in recent years and grew only 2.2% in 2016. Near universal penetration of everyday products such as toothbrushes, toothpaste, mouthwash, and floss leave little room for increased usage. Opportunities exist in key demographics such as Hispanics, households with children ...