

March 2011

Babies' and Children's Personal Care Products - UK

- In order to grab parents' attention, manufacturers are increasingly focusing on introducing new products that are fun to use for babies' and children. Children's character-licensed toiletries are becoming increasingly common. Almost one in six parents buy toiletries for their baby or child which feature characters.
- Own label has grown ...

February 2011

Deodorants and Bodysprays - UK

The deodorants and body spray market is smelling sweet. With sales of £548 million in 2010, penetration is nearing total and the majority of adults use deodorants as part of their daily grooming rituals. It is, therefore, to some extent buffered from the impact of the current gloomy economic climate.

January 2011

Hand, Nail and Foot Care - UK

The hand and foot care categories are relatively staid with consumers for the most part being driven to the category to find solutions to their existing problems rather than to test out innovations.

Beauty Retailing - UK

Beauty retailing is an innovative and dynamic market. But its structure is very different to a number of large non-food categories such as clothing, electricals and DIY where specialist retailers dominate. In beauty retailing non-specialists play a particularly important role too.

Oral Healthcare - UK

While the market has reached close to 100% penetration for basic items (eg toothpaste and toothbrushes) and is serviced by a comprehensive and wide-ranging product offer, there is still room for growth. There is an opportunity to upgrade the basic one-step brushing regimen to include a mouthwash and, for more ...