

June 2013

Household and Personal Care - International

Health and Fitness Clubs - UK

“One area where there could be potential is for a kind of ‘budget plus’ club, where elements of the budget format are retained but with a wider range of facilities in order to broaden appeal.”

Grocery Pricing and Promotion - US

“Digital promotions represent the future of most industries, including the grocery retail trade. Effective digital promotions do much more than simply re-create the traditional coupon experience on a new platform. Marketers are finding ways to digitally bring value to customers in extraordinary new ways. Adapting current technology can help grocers ...

Pet Supplies - US

“As digital communications replace traditional human interaction, pets fill a void for physical companionship. As a result, a strong bond develops and provides the impetus for pet owners to seek out the same quality and attributes in products for their pets as they do for themselves. Innovation is adapting to ...

Pest Control and Repellents - US

“Market players will be able to rely on consumers’ continued usage of pest control products and services to deal with pest problems in their home. However, the market does have some challenges. Consumers are mostly reactive when it comes to pest control activities, they have concern around products’ chemical content ...

Oral Healthcare - UK

“Appearance, health and hygiene remain the most important drivers in this category, with older people more focused on health and hygiene and younger people more focused on appearance. With the growth of the oldest and youngest demographics predicted, this offers opportunities for more tailored product offerings. Own-label remains competitive in ...

Body, Hand and Footcare - UK

“More than one in three people feel a twinge of guilt about their bodycare routine: companies have access to a potentially receptive target group (35%) who feel they should use bodycare products more often. Finding a way to harness the guilt will help boost usage and stem declining value and ...

Health and Fitness Clubs - US

“Though membership and revenues at health and fitness clubs have appeared to recover from the recession, locations are still under pressure to perform. The market of health and fitness clubs is up against several challenges, including increased free alternatives and high price points. Clubs that can meet a variety of ...

Cleaning the House - US

“Housecleaning is a time-consuming but emotionally satisfying task that consumers view as important not only in making their homes presentable but also in keeping their families healthy. While housecleaners express interest in products that make cleaning faster and more efficient, they are more likely to prioritize cleaning effectiveness.”

Household Cleaning Equipment - UK

“Encouraging people to trade up is the biggest challenge facing the household cleaning equipment market, as most people see these products as staple, need-driven purchases that they do not want to pay more than they have to for. Brands need to encourage consumers to shift some of their focus away ...

May 2013

DIY Home Improvement and Maintenance - US

“The in-store experience continues to be important for home improvement DIYers, and retailers should be sure to firmly establish their identity as a destination for expert advice. Of particular importance are workshops, helpful and knowledgeable employees, and a seamlessly integrated online presence. Lack of skill shouldn’t be a deterrent for ...

Sanitary Protection and Feminine Hygiene Products - UK

“With an ageing population, the market could cater better for women who are leaving the sanitary protection market but entering the adult incontinence market. Closing the gap between pre- and post-menopause could come in the form of product ranges targeted to specific needs of this time in a woman’s life ...

Oral Care - US

“The oral care market can expect to see growth in the coming years due to consumers’ regular usage of these products along with a lack of competitive alternatives. However, this market does have some issues it will need to address. In some segments, private label offerings are slowly starting to ...

Dishwashing Products - US

“Key to keeping the dishwashing products category on a growth track is keeping consumers focused on added benefits and new features rather than price comparisons. A steady stream of new products promising superior performance and a pleasant dishwashing experience will help to keep consumers engaged with the category.”

April 2013

American Lifestyles 2013: Five Years Later - US

Attitudes towards Cosmetic Surgery - UK

“The ageing population in the UK bodes well for the growth in the surgical and non-surgical cosmetic procedures market. However, the industry would do well to step up their efforts towards a commonly accepted set of standards to reassure potential customers that they are in safe hands.”

Feminine Hygiene and Sanitary Protection Products - US

“The feminine hygiene and sanitary protection products market is up against several challenges, including private label brands and other new product innovations. Brands that continue to innovate and offer line extensions, as well as build a relationship with users, will be most successful.”

Household Polish and Specialist Cleaners - UK

“Opportunities exist for premium products that offer longer-lasting results. This includes products that leave a coating on surfaces to help slow the build-up of dirt, grease or dust as well as for carpet/upholstery cleaners that offer longer-lasting freshening. Making people feel that the benefits of cleaning will last for ...

Convenience Stores - UK

“Investment by major retailers in the extension of their convenience store portfolios and improvements in the

Household and Personal Care - International

“Nearly four years into the economic recovery, the labor market remains historically weak and median household incomes have yet to return to pre-recession levels. The lingering effects of the worst economic downturn since the ‘Great Depression’ of the 1930s have consumers retaining a budget mindset that applies to purchasing across ...

Residential Flooring - US

“The pace of home sales and home renovations started to quicken in 2012, giving the residential flooring market a much-needed boost. Now it’s up to flooring manufacturers and retailers to maintain the momentum with marketing programs that emphasize both the practical and emotional benefits of new flooring.”

Dishwashing Products - UK

“The big issue remains how to best encourage higher penetration of dishwashers in the UK, and as a result drive increased sales of dishwasher detergents. Dispelling some of the myths about machine dishwashing, promoting the benefits and emphasising the affordability of buying and running a dishwasher, including smaller models for ...

Shampoo, Conditioners and Styling Products - UK

“A tough economic climate has resulted in a ‘want it all’ attitude amongst consumers. They have come to expect additional product benefits but don’t want to pay a premium for them. Creating an experience around haircare brands is likely to win over consumers who increasingly value expert opinion and advice ...

proposition are factors in bringing consumers into convenience shopping. Further consolidation will hit weaker retailers, notably independents, but it looks likely to have a positive impact for the consumer and the sector.”

Cold, Flu and Allergy Remedies - US

“While sales of OTC cold, flu, and allergy products have increased, the category faces several challenges, such as sales of private label brands as well as natural alternatives eroding market share of OTC products.”

Cold and Flu Remedies - UK

“Growth in the market will be driven by continued product innovations and a boost in the population of children, impacting the children’s and parents’ OTC market. Opportunities exist in extending product ranges and innovating in faster-acting formulations and product formats.”