

April 2011

Soap, Bath and Shower Products - Europe

Sales of soap, bath and shower products have put in a varied performance in the Big 5, partly due to the economic recession. While demand for bath additives is generally declining, growth in shower gels and liquid soap has supported sales. Backed by its bigger population, Germany is the largest ...

Bleaches and Disinfectants - Europe

While European consumers continue to care about the cleanliness of their homes, and a large proportion clean their homes at least once a week, prospects for bleaches and disinfectants are less positive than for the household cleaning market as a whole. Bleaches and disinfectants are likely to continue to lose ...

March 2011

Pest Control Products and Services - US

This report explores the pest control product and service market in the U.S. It provides insight into the external and internal factors affecting sales, consumption, trends and what they mean for future sales, promotional campaigns and industry innovations. Specific questions that are answered in this report include, but are ...

Bleaches and Disinfectants - UK

Bleaches and disinfectants is a mature market that has shown a decline in retail value sales due to increasing competition from other products for the main cleaning tasks undertaken using these products, including other toilet care products and all-purpose, anti-bacterial cleaners. Raising prices that would boost value has also proved ...

Patio Living - US

While sales growth slowed to a halt during the recession, the outdoor furniture market held up better than most other sectors of the home furnishings industry, driven in part by increasing interest in "staycations" and the overall appeal of outdoor living. Post-recession sales growth has picked up and is likely ...

Soap, Bath and Shower Products - US

The U.S. market for soap, bath and shower products sold through food, drug, and mass merchandiser channels is driven by consumer demand for fragrance and moisturization in their shower products in 2011, as evidenced by the results of Mintel's exclusive consumer survey, in which respondents cite these attributes as ...

Disposable Baby Products - US

The market for diapers, training pants, cleaning products and wipes is highly saturated. However, there are opportunities for retailers, as well as manufacturers, of disposable baby products that focus their product development and marketing efforts keenly on the needs and preferences of consumers, especially mothers.

Marketing To Women - UK

Consumer behaviour can be complicated and bewildering. What makes women think, feel and reason in a certain way? How do they choose between different product alternatives (eg brands, products and retailers) and equally what influences their purchase decisions (eg culture, family, media)?

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

Baby Durables - US

The baby durables market is limited in its capacity for substantial growth as demand is driven by the number of births in a given year. According to the National Center for Health Statistics, the biggest drop in birth

Household and Personal Care - International

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 ...

rates in nearly 40 years occurred in 2008, and birth rates have ...

Pharmaceuticals Consumer - US

Sales of all pharmaceuticals have been steadily rising, from \$280.4 billion in 2007, to \$296.7 billion in 2009. Behind these positive numbers, however, is a category facing numerous challenges and opportunities. This report examines how consumers view pharmaceuticals, and covers the following:

Household Paper Products - Europe

Household paper can seem a steady, un-dynamic, market. Facial tissues, kitchen roll and toilet paper are convenience products that are a lifestyle necessity. Consequently value sales have expanded, margins have been tightened as many consumers increasingly shop on price.

Deodorants - Europe

While deodorants are regarded as a daily essential for most European adults, manufacturers are increasingly positioning them as beauty products in an attempt to encourage consumers to spend more and break the relentless cycle of price promotions.

February 2011

Healthy Lifestyles - UK

This report explores consumers' health habits and issues; it examines attitudes towards living healthily and identifies key drivers that prompt a change in lifestyle and popular sources of health advice and information. The level and type of employer participation in encouraging staff to live healthier is also examined.

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.

Household Paper Products - UK

Growth in value sales of household paper products slowed at the start of the recession in 2008, as consumers became more focused on price and turned more to own-label products and special offers. Since then, market growth has continued to be sluggish, but the big brands have managed to maintain ...

Home Improvement - US

In the context of a still weak housing market and a slow recovery, the \$10.5 billion DIY home improvement market has seen inflation-adjusted sales fall 21.2% since 2005. However, the need for on-going maintenance and repair, consumer interest in resource-saving products and pent-up demand are among the factors ...

Antiperspirants and Deodorants - US

Arthritis - US

Some 50 million Americans 18 and older had arthritis in 2009, and this number is expected to grow to 67 million by 2030. As arthritis is currently incurable, companies

Household and Personal Care - International

The antiperspirant/deodorant market is very mature and highly competitive. While many companies have struggled to achieve growth in this environment, some firms have made significant gains with specific types of products and a consumer-centric approach to product development and marketing.

that offer products/services that alleviate pain can enjoy robust growth for the future. This report provides businesses with the insights ...

Green Living - US

The “green” marketplace was one of the fastest-growing sectors of the U.S. economy leading up to the recession. Though spending on green products and services stalled along with the rest of the economy, the first signs of renewed growth are beginning to appear. In this report, Mintel analyzes the ...

Marketing to Men - UK

Consumer behaviour can be complicated and bewildering. What makes men think, feel and reason in a certain way? How do they choose between different product alternatives (eg brands, products and retailers) and equally what influences their purchase decisions (eg culture, family, media)? Identifying an individual’s personality type makes it easier ...

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.

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 ...

Hand, Foot and Nail Care - Europe

European Consumer Goods Intelligence is a unique series of fmcg market research reports, written by industry experts and incorporating exclusive insight into consumer activity and market trends.

Trendsetters - UK

Mintel has predicted eight key consumer behaviour trends for 2011, examining how consumer behaviour is changing in the wake of the recession.

Cleaning the House - UK

The amount of time spent on household chores is highly variable, influenced by pressures on time, household size and individual standards of cleanliness. Growth in the population, but more so the increase in the number of households, will mean more sales of a range of household care products, including those ...

Grocery Store Retailing - US

The grocery industry generates billions of dollars in revenue for manufacturers and retailers every year. With so much at stake, it is easy to see why there is such a competitive market for everyone involved. While some people consider the grocery market to be recession-proof, that concept is somewhat misleading ...

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

Beauty Retailing - Europe

The 2011 Mintel report series on *Beauty Retailing in Europe* covers the beauty market in six countries, France, Germany, Italy, the Netherlands, Spain and the UK. This data in its entirety is contained in the single



Household and Personal Care - International

where specialist retailers dominate. In beauty retailing non-specialists play a particularly important role too.

copy six-country report, which gives a full overview of beauty retailing in these markets ...

Hand and Nail Care and Color - US

The U.S. market for hand and nail color and care products sold through food, drug, and mass stores is enjoying resurgence in DIY nail care, as the struggling economy favors more affordable home care products rather than a costly salon visit. As consumer confidence lags, unemployment rates stagnate and ...

Attitudes Toward Hospitals - US

With more than 5,000 hospitals in the country, the hospital category is extremely diverse, ranging from large public hospitals in urban centers, to prestigious teaching institutions, to small rural facilities. The American public's view of the category is just as diverse, showing the opportunity for targeted marketing that speaks ...

Water Filtration - US

Despite the recession, over the past five years several factors have played an important role in the expansion of the water filtration market. Bad press around bottled water, alarming facts about tap water quality and rising economic and environmental concerns have made many consumers switch to filtered water. In addition ...