

September 2016

Consumers and the Economic Outlook: Quarterly Update - UK

“For the UK, the EU referendum is one of the defining moments of the 21st Century so far, with long-term implications that will rival events as seismic as the financial crisis. The truth is, though, that this early in the process there has been little direct impact on most people’s ...

Vitamins and Supplements - UK

“Increased NPD and investment in marketing helped return healthy growth to the vitamins and supplements market in 2015. Demographically positioned vitamins proved among the biggest success stories of the year, reflecting consumer demand for more targeted health solutions and indicating that brands could generate more interest in the category by ...

August 2016

Beauty and Personal Care Gift Sets - UK

“Beauty sets remain a popular gift choice, particularly at Christmas, with high levels of festive spending keeping the market afloat. Beauty-conscious young women are most likely to ask for sets as gifts, or buy for themselves to save money on individual products. However, older consumers are less likely to buy ...

Fragrances - UK

“The fragrance and body spray category has shown a decline in value in 2015 which is expected to continue into 2016 as savvy shopping behaviours persist. However, high consumer interest in fragrances with niche characteristics, such as the use of natural ingredients and high concentrations of perfume extracts, could encourage ...

July 2016

Colour Cosmetics - UK

“New products, beauty bloggers and innovative campaigns will all ensure sales in the colour cosmetics market remain buoyant in 2016. Women are interested and engaged in the market, enjoying browsing stores and reading marketing communications. Understanding the needs of demographic groups, such as traditionally minded seniors and ethnically diverse Millennials ...