

### March 2016

#### Feminine Hygiene and Sanitary Protection Products - UK

“The feminine hygiene and sanitary protection category has grown slowly and steadily in recent years, driven by the feminine hygiene and incontinence sectors. The category has seen a rise in recorded advertising expenditure, with recent campaigns focusing on empowerment as a theme, whilst NPD has also been increased, contributing to ...

#### Babies' and Children's Personal Care Products, Nappies and Wipes - UK

“The babies' and children's nappies and wipes market continues to see sales declines as parents switch to discounters for cheaper purchases. While branded innovation returns in 2015, the slowing birth rate means the market is not expected to return to growth. Babies' and children's personal care products have fared better ...

### February 2016

#### Soap, Bath and Shower Products - UK

“The SBS (soap, bath and shower) market, once plagued by consumer reliance on price promotions and special offers, continues to fluctuate as consumers now trade down on daily essentials in order to treat themselves with more luxurious occasional-use items such as detox bath salts. In 2016 in-shower treatments present an ...

#### First Aid - UK

“The first aid category has shown a dip in value in 2015, driven by a decline in launch activity as well as reduced investment in recorded advertising spend. However with high interest in innovations in plasters/bandages, and current research showing the potential for smart bandages in the near future ...

### January 2016

#### Beauty Retailing - UK

“Spending on beauty and personal care contracted marginally in 2015. The market remains very price sensitive and discount retailers' customer numbers grew significantly. Even buyers of prestige brands are price conscious. The market will recover in 2016 but premium retailers must give consumers original and compelling reasons to trade ...

#### Hair Colourants - UK

“Temporary hair colour products continue to show growth in the category, as consumers consider them less damaging to hair and easier to experiment with. Growth opportunities exist in personalisation, with high interest in products tailored for hair colour and type, as well as products specifically for men. Men have shown ...

#### Beauty Online - UK

“The continued use of technology has resulted in 2015 being an innovative year for beauty brands online, with apps and social media initiatives expanding audiences. The importance of video content in the beauty market keeps consumer engagement; tutorials have become invaluable for young women especially. However, the threat of counterfeit ...