

December 2014

Medicated Skincare - US

“Medicated skincare product sales are expected to grow steadily in the coming years. Market players can accelerate growth by delivering new product benefits, expanding into new categories, addressing the needs of consumers with chronic skin conditions, and increasing their engagement of Hispanic and Asian consumers.”

– **Gabriela Elani, Home ...**

Professional Cosmetic Services - US

“While growth in the professional market appears to be steady, declining interest in services among an aging population could be problematic. Nonetheless, concerns about looking older are pervasive and suggest opportunities for personal care products that bridge the gap between the retail and professional markets.”

First Aid - US

“While the first aid market experiences steady sales, growth is limited because consumers tend to use products only when they have an injury. There are opportunities to increase ownership among growing population groups, which could help to boost sales in the coming years.”

– **Emily Krol, Health and Wellness ...**

November 2014

Sun Protection and Sunless Tanners - US

“Suncare brands are challenged to overcome the seasonal usage habits and price-driven mentality of category shoppers. Nonetheless, consumers are demanding convenience, performance, and natural ingredients from their sun protection products, creating opportunities for brands to increase usage and boost sales.”

– **Shannon Romanowski, Senior Beauty and Personal Care Analyst**

October 2014

Personal Care Consumer - US

“Personal care consumers are becoming more informed and skeptical, and are demanding transparency, simplicity, and efficacy when shopping for and using personal care products.”

– **Shannon Romanowski, Senior Beauty and Personal Care Analyst**

Men's Personal Care - US

“The men’s personal care category is expected to grow steadily due to men’s continued reliance on personal care staples, such as APDO and shaving products, which have traditionally been segmented by gender. Companies can accelerate market growth by encouraging men to trade up to male-specific products that offer them new ...

September 2014

Shaving and Hair Removal Products - US

“Today’s shaving and hair removal product consumer wants convenience and economy. Although the biggest innovations came in cartridge razors, the only segment to grow in the last two years was disposable razors, as consumers demonstrate a continual willingness to use products that are “good enough” and affordable, rather than the ...

Black Consumers and Haircare - US

“Blacks’ haircare needs are distinct from others. While there are many products on the market that are specially formulated for them, many are still searching for the right product to fit their ever-changing needs. Natural hair is here to stay, and many are struggling to find the right product and ...

August 2014

Fragrances - US

“Shoppers are bombarded with scent variety across numerous categories including fine fragrance, personal care, and household. As a result, consumers are overwhelmed and a bit apathetic, leading to sluggish fragrance sales. Brands will need to focus on delivering more value-added benefits, especially when targeting older consumers, as a way to ...

July 2014

Color Cosmetics - US

“The color cosmetics category can be complex – the number of products, claims, and the introduction of multitasking formulas can overwhelm even the savviest of make-up users. As a result, women are looking for guidance from a variety of sources including both online and in-store.”

June 2014

Body, Hand and Footcare - US

“In spite of being a mature market, the body, hand, and footcare market holds opportunities for brands that emphasize therapeutic skincare and packaging innovation that reinforces ease of use and convenience. Targeting relatively untapped demographic groups such as men, older shoppers, and multicultural consumers also presents brands and retailers with ...

May 2014

Beauty and Personal Care - USA

Oral Care - US

“Oral care sales are expected to grow modestly into 2018. However, there are ways for companies and brands to accelerate sales growth, which include influencing consumers to adopt more complex oral care routines, provide better outreach to underserved consumer segments, and grow toothbrush sales.”

Facial Skincare - US

“Despite slow sales growth and the highly saturated nature of the facial skincare category, the market does hold opportunities for products that emphasize gentle skincare, function, and convenience. At the same time, the changing landscape of the facial skincare category presents both challenges and opportunities for brands and retailers to ...

April 2014

Shampoo, Conditioner and Hairstyling Products - US

“The haircare category has experienced steady gains, though sales of styling products and treatments have struggled. Styling products and treatments that engage men and an aging population as well as reinforce healthy looking hair should help boost segment sales.”

Disposable Baby Products - US

“Disposable baby product sales are expected to be stagnant to declining into 2018. To boost sales and stave off competition from private label, companies and brands should consider expanding the current category and better engage Hispanic parents.”

March 2014

Children's Personal Care - US

“The CPC market is expected to grow slowly into 2018. Better engagement of dads, creating products to keep children in the category for longer, and reinvigorating the struggling haircare segment could help accelerate sales growth for this market.”

Soap, Bath and Shower Products - US

“The soap, bath and shower category has experienced steady gains, despite being a functional and mature market. However, brands should be prepared to address the changing regulatory environment and an aging population in order to stay on a positive growth path.”

February 2014

Anti-aging Skincare - US

“Lines between the anti-aging and general facial skincare categories continue to blur, hampering sales growth for both markets. Offering shoppers more targeted solutions to anti-aging skincare concerns while also providing them with more informational tools will be essential in driving future growth while also better differentiating the two markets.”

January 2014

Nail Color and Care - US

“The nail category has typically focused on appealing to young women with new products that are trend-driven and encourage experimentation in order to drive growth and generate enthusiasm. Going forward, the category may want to better align with the needs of older and multicultural women while also introducing tools to ...

The Drug Store Shopper - US

“Drug stores continue to live in danger of losing core market sales to mass merchandisers and supermarkets both OTC products and pharmacy services. Maximizing their position as a local retailer, creating laser focus on customer service, and continuing to develop a closely integrated online/offline service offering should be high ...

Deodorants and Antiperspirants - US

“The APDO market is expected to grow steadily into 2018. However, the market does face some challenges that it will need to address. Companies and brands will have to determine ways of achieving incremental sales, reinvigorate sales of the struggling women’s APDO product segment, and address the needs of teens ...