

### December 2013

#### Shopping for Beauty Products - US

“For most consumers, beauty products shopping is fairly routine. Most buy beauty products to replace items that they use regularly and choose mass merchandisers and drug stores to do their shopping. While they are loyal to retailers and products, there is somewhat of an interest to try new products. Retailers ...

#### Natural and Organic Personal Care Consumer - US

“Consumers are expressing some skepticism and apathy toward the natural and organic personal care category. However, this represents an opportunity for brands to be more transparent, show shoppers the long-term value of going green, address consumers based on their current lifestage needs, and be creative with retailing.”

### November 2013

#### Home Hair Color - US

“Functional benefits such as covering grays and long-lasting results are essential, but have also become expected in the hair coloring category. Shoppers are seeking more customized solutions for their hair coloring needs—through products developed specifically for their age, ethnicity, lifestage, or hair type.”

#### Sun Protection and Sunless Tanners - US

“The sun protection and sunless tanners category is starting to show signs of struggle. There are some specific challenges that need to be addressed. Companies need to better engage with men to educate them around sun protection and grow their usage. Determining ways to increase regular sunscreen usage is also ...

### October 2013

#### Men's Personal Care - US

“The men's personal care category is expected to grow steadily into 2018. However, there are some challenges. Companies need to look for ways to better engage with older men, determine how male-specific skincare and haircare products can better compete with general market products, and improve the current shopping experience.”

#### Shaving and Hair Removal Products - US

“Consumers are price driven when shopping the shaving category, but they also demand performance and simplicity. Products that deliver improved functionality and convenience while utilizing technology to encourage increased usage could help drive category growth.”