

June 2014

Cleaning the House - UK

“Focusing on not just highlighting the attributes of cleaning products but also showing families doing the cleaning together could help to inject more life into an advertising campaign and at the same time increase engagement with a cleaning brand.”

Body, Hand and Footcare - UK

“Despite older people being the most likely to agree that moisturising the body is important, actual usage of body care products is low amongst the over-55s. The low usage of anti-ageing products amongst this group suggests that ageing skin has other needs which are currently under-represented in new product development ...

May 2014

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.”

Feminine Hygiene and Sanitary Protection Products - US

“Growth of feminine care products has been minimal in recent years, as the market is up against several challenges. Women are having fewer, lighter periods, contributing to declining usage of sanitary protection, specifically tampons. However, an aging population and increased interest in cleansing products bodes well for the category ...

Oral Care - UK

“Although a high proportion of the population visit the dentist, there remains a large proportion who do not do

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 ...

Facial Skincare - UK

“Facial skincare brands can focus on appealing to low usage demographics and more targeted product positioning claims to maintain sales growth in the category. The consumer interest in free-from products and ethical practices can also be harnessed to address brand loyalty.”

– **Charlotte Libby, Senior Beauty Analyst**

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 ...

so, as well as a large proportion of parents who do not take their children to the dentist, suggesting missed opportunities for product endorsements. Despite the rise in products designed for ...

April 2014

The Shopping Experience of Black Consumers - US

“Black consumers shop a wide variety of stores – from Walmart to Barney’s New York. This is not a one-size-fits-all consumer. Marketers need to better understand the different consumer segments within the Black community and how each segment is unique and has different expectations when it comes to the shopping ...

The Shopping Experience of Hispanic Consumers - US

“When Hispanics find a good deal, regardless of their age, income, or level of acculturation, they are eager to tell their families and friends about it. Retailers who can identify the needs of this segment and act accordingly may be able to count on Hispanic consumers as valuable allies to ...

Haircare - UK

“While the haircare markets remain in growth, the pace has slowed in 2013 as consumers turn to savvy shopping methods to secure the cheapest prices, and scientific as well as technological advancements cause a cannibalisation of product needs.”

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.”

American Lifestyles 2014: Looking Forward - US

“In 2014, it appears that America has finally stopped holding its collective breath, waiting for another economic shoe to drop. After five years of slow but steady growth, Americans have passed the tipping point of prolonged economic worry and have cautiously accepted that things are better. Confidence in personal finances ...

Cough, Cold, Flu and Allergy Remedies - US

“Despite increasing sales, the cough, cold, flu, and allergy market is up against several challenges. Most consumers seek to prevent getting sick, lessening the need for remedies to treat their ailments. Additionally, it is difficult to predict the severity of a given cold or flu season. Providing ways to help ...

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.”