

December 2019

Suncare - UK

“The UK suncare market is going through a challenging period. Not only is the market highly vulnerable to the UK weather, but sales are also influenced by outbound travel as there is still a perception that suncare is only needed on holiday. However, consumers are slowly taking suncare more seriously ...

November 2019

Consumers and the Economic Outlook - UK

“Brexit has been delayed again. The public faces a Christmas general election. And the economy narrowly avoided a recession in September. It is no wonder, then, that consumer confidence has taken a hit. However, financial well-being is holding up and the vast majority of people think they’ll be OK in ...

September 2019

Vitamins and Supplements - UK

“The strong focus on diet for health benefits and the growing availability of fortified and functional food and drink present major challenges for the VMS market, making it even more important for products to create compelling standout. Organic products, fun formats with exciting flavours and vitamins/supplements tailored to individual ...

Consumers and the Economic Outlook - UK

“It is a confusing time for the British public. The new Government has been unable to agree a Brexit deal with the EU and Parliament has passed legislation obliging the Prime Minister to request a further extension if he cannot get one. Despite this, Boris Johnson has maintained his stance ...

Managing Skin Conditions and Allergies - UK

“Own-label, one-a-day allergy relief tablets look to have been a victim of their own success – driving down spend and purchase frequency. Indications are that allergies are rising, but the forecast for allergy relief remains bleak unless interest can be invigorated with alternative formats or enhanced product positioning. When it ...

August 2019

Sexual Health - UK

“Messages around the importance of safe sex have quietened in recent years, in tandem with reduced outlay on promoting condoms, resulting in value sales of condoms – the largest segment – continuing to slide – and pulling down overall category value as a result. Society has become more open about ...

July 2019

Oral Care - UK

“Oral care routines rarely change for consumers, creating a challenge for brands that they need to overcome. However, consumer interest in their own health and wellbeing, and their understanding of how oral hygiene impacts on them emotionally means there is an opportunity for brands to insert themselves into regular consumer ...

Health and Fitness Clubs - UK

“Growth in the health and fitness club market is being driven by low-cost operators, with little sign of the expansion of locations slowing in the short term. While people are keener than ever to take on active challenges and boost their health, intense competition is coming from the home workout ...

Consumers and the Economic Outlook - UK

“The closer we got to the planned Brexit Day, the more worried people became about the impact it’d have on the UK’s economy. With the delay to Brexit, these concerns seem to have melted away. People are far more relaxed about what Brexit will mean for both their own finances ...

May 2019

OTC Analgesics and Cough, Cold and Flu Remedies - UK

“There remains significant potential yet to be realised within the topical analgesic segment, particularly if brands can focus on differentiating their products more clearly from oral pain relief products. In addition, given the consumer trend towards looking at health more holistically, brands in the analgesic and cough, cold and flu ...

March 2019

Mother and Baby BPC - UK

“In 2018 the babies’ and children’s personal care products, nappies and wipes market fell by 3.4% to

£680 million. The trend for naturals in beauty has driven parents to look for similar gentle solutions for their babies, expecting brands and retailers to deliver them with the same quality and ...

February 2019

Consumers and the Economic Outlook - UK

“Concern over the impact of Brexit is more severe than at any other time since Mintel started tracking this measure, including the initial shock in the immediate aftermath of the vote. Theresa May’s withdrawal agreement was the first glimpse of anything resembling certainty since Article 50 was triggered in March ...

January 2019

Smoking Cessation and E-cigarettes - UK

“The smoking cessation category is expected to decline in value in 2018 following a period of no breakthrough innovation as well as reduced recorded advertising spend since 2015. E-cigarettes, on the other hand, are predicted to have enjoyed strong value growth as smokers continue to use these as a smoking ...

Feminine Hygiene and Sanitary Protection Products - UK

“The UK’s ageing population has helped to create a fast-growing incontinence products market. That rosy picture doesn’t extend to the sanitary protection and feminine hygiene categories, however. The former is contending with a long-term fall in sales, while the latter is struggling to really convince consumers as to what benefits ...