

## March 2013

### Soap, Bath and Shower Products - UK

“Changing habits have shown a decrease in the frequency of bathing and an increase in the frequency of showering, translating to a growth in the shower market. This is driven by time constraints and increased water bills but also an ageing population with mobility issues. Extending the shower category to ...

## February 2013

### Natural and Organic Toiletries - UK

“Although consumers are keen to make the right choices when it comes to their own health and the wellbeing of the planet, they find the natural and organic toiletries market difficult terrain to negotiate, causing many to revert to making their product choices based on the tried and tested values ...

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

“With the baby boom set to continue in the year ahead, and the average age of parents rising, this comes as good news to the category suggesting the market will continue to grow. A growingly multicultural environment offers opportunities to bring foreign influences into product innovations.”

## January 2013

### Beauty Retailing - UK

“As affordable quick fix beauty treatments have become more established in the UK, we've seen greater spontaneity from consumers, a shift in channels to market and an opening up of the mass market.”

### Deodorants and Bodysprays - UK

“Growth in the market in the last two years has been driven by competitive pricing, product innovations and creative marketing campaigns. With an ageing population, ensuring products and advertising are tailored to this demographic will be essential to ensure further growth.”

– **Roshida Khanom, Beauty and Personal Care Analyst**