

October 2006

Sanitary Protection and Feminine Supplies - US

This report includes all internal and external protective products for sanitary protection needs including sanitary napkins and belts, pads, pantyliners/shields, and tampons and tampon applicators. This report also includes products for other types of feminine needs including douches, vaginal treatments, personal lubricants, and other feminine hygiene products (deodorants, vaginal ...

August 2006

Suncare - US

Most Americans are aware of the potential to develop skin cancer as a result of too much sun exposure. This knowledge has fueled interest in and sales of higher SPF products and those formulated for babies/children, as it has been well-publicized that just one bad sunburn as a child ...

Soap, Bath and Shower Products - US

The soap, bath, and shower products industry is in many ways a microcosm of the larger personal care products universe. The 2001-06 period is marked by specialization trends. Greater segregation of products has occurred along age and especially gender lines. Products that contain botanical ingredients are particularly popular, as is ...

Body Care - US

This report examines the market for a range of products designed for use on the body, including hand lotions, creams, emollients, and anti-cellulite products. Close to two thirds of adults use moisturizers, and over half of teens use them. Drivers in this market include consumers who want to ward off ...

July 2006

Hispanics and Personal Care - US

Hispanic women are more likely than other women to agree with the statements *"I like the way I look"* and *"I take the time to look my best every day."* This level of interest in personal appearance and grooming holds true regardless of age or the presence of children ...