

June 2016

Dishwashing Products - UK

"The dishwashing category is in decline, with value sales impacted by the increasing influence of discounters and discount grocers, larger economy packs and the continuing development of all-in-one detergents. True innovation has continued to slow, suggesting that there is space for brands to reignite the category through development of brand ...

Cleaning the House - US

"Cleaning the house may not be something everyone looks forward to, but it remains an essential regular task, with consumers spending an average of more than four and a half hours on housecleaning every week. Understanding consumer attitudes and behaviors regarding cleaning the house is essential for companies marketing products ...

Oral Care - UK

"Value sales growth in the UK oral care market has been increasingly undermined by falling sales in the mouthwash segment and a decline in new product launches. This underlines the importance of product innovation to the category if it is to return to a higher growth rate in the future ...

Deodorants and Bodycare - UK

"The deodorants category has seen a decline in value in recent years, hampered by the rise of discounters, as well as a decline in NPD and advertising spend. The bodycare sector, on the other hand, has seen strong sales performance in recent years as consumers trade up in the prestige ...

Analgesics - US

"The analgesics market has experienced modest growth in recent years. The majority of consumers turn to some form of OTC (over-the-counter) analgesic to treat pain, with internal analgesics remaining the dominate choice for pain relief, though external analgesics continue to experience faster growth. Looking forward, consumers' need for pain treatments ...

May 2016

Consumers and the Economic Outlook: Quarterly Update - UK

"Mintel's consumer confidence data shows that the economy only has, at best, an indirect impact on sentiment. When the UK economy was outperforming most of its peers, many people were still pretty wary. However, in 2016 sentiment has continued to trend upwards, despite disappointing growth in the economy as a ...

Dishwashing Products - US

"Practically every US home has dishwashing products. However, being such a universal product category means it can be difficult to drive growth. While dishwashing liquid has been able to increase sales in

Self Diagnostics - US

"The self diagnostics market is made up of several diverse segments all aiming to give consumers insight into their health. For the two largest segments, blood pressure and blood glucose monitoring, testing is likely to be done out of necessity and can be covered by insurance, which impacts retail sales ...

Gastrointestinal Remedies - UK

"Sales of gastrointestinal remedies have surged in recent years as consumers have become increasingly aware of their diet and digestive health. However, along with a growing awareness of health issues comes a greater

Household and Personal Care - International

recent years through innovations such as scented formulas, dishwasher detergent has found it harder to differentiate and faces ...

desire to treat illness through dietary changes rather than reaching for medications, which is a challenge for ...

April 2016

Cough, Cold, Flu and Allergy Remedies - US

"US sales of cough, cold, flu, and allergy remedies grew substantially in 2015 largely due to the Rx-to-OTC switch of Flonase, a nasal allergy medication. A moderately severe flu season, coupled with a relatively ineffective flu vaccine, contributed to growth in the market. Households with children are a strong opportunity ...

Shampoo, Conditioner and Hairstyling Products - US

The shampoo, conditioner, and hairstyling market decelerated from the previous year, growing by 2.1%. The hairstyling segment has remained stagnant due to consumers' interest in more natural hairstyles. Innovation through new product forms that are addressing consumers' concerns and hair needs, the expansion of male offerings, and better delivery ...

Women's Haircare - UK

"The women's haircare category has struggled to grow in value in recent years, as savvy shopping behaviours see women buying branded products at discount retailers. In addition, women are washing and styling their hair less frequently, which may be driven by concern over damage. Interest in shampoos with different levels ...

Toilet Cleaning, Bleaches and Disinfectants - UK

"The continued shift towards multipurpose cleaning products and low-cost bleach is affecting value sales in the toilet cleaning, bleaches and disinfectants category as consumers look to save money and space in the home. To combat this, branded bleaches and specialist toilet care brands must rethink how they can increase the ...

Disposable Baby Products - US

"After years of flat or declining sales, the disposable baby products market is bouncing back as birth rates and consumer confidence recover and parents allocate more spend to premium products."

OTC Analgesics and Cold and Flu Remedies - UK

"Overall, OTC analgesics and cold and flu remedies have enjoyed strong sales growth in recent years, bolstered by high levels of NPD and sustained investment in advertising, as well as a less effective flu jab in winter 2014/15. However, media headlines over the marketing of some branded analgesics could ...

January 1970

Oral Care - US

"The US oral care category has suffered from slow growth in recent years and grew only 2.2% in 2016. Near universal penetration of everyday products such as toothbrushes, toothpaste, mouthwash, and floss leave little room for increased usage. Opportunities exist in key demographics such as Hispanics, households with children ...