

December 2015

Consumers and the Economic Outlook: Quarterly Update - UK

"Mintel's key measures of consumer confidence show that people are still wary. Although the improvements in sentiment that accompanied the end of the income squeeze have been sustained, 2015 has been a year of consolidation, rather than one of soaring consumer spirits. Earlier in the year, the election added ...

Mature Beauty - UK

"As life expectancy increases, the definition of 'old' is ever changing and marketers are slowly catching on to this. Recent years have seen the use of older models in advertising, whilst NPD sees a number of niche brands targeting the specific needs of older women. However in-store environments are yet ...

Complementary and Alternative Medicine - UK

"The CAM market has enjoyed relatively strong sales growth in recent years, bolstered by an ageing population seeking musculoskeletal treatments and the booming healthy living trend. Opening CAM treatment centres in business districts and shopping centres could now help to increase accessibility to the market, whilst further promotion on online ...

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Supermarkets - UK

"The grocery superstores are losing market share and the main focus of this report is to examine why. We think that there are underlying socio-economic changes taking place which allied to the growth of the hard discounters, Aldi and Lidl, is leading to growth in more frequent shopping trips and ...

Suncare - UK

Natural and Organic Personal Care Consumer - US

"Natural and organic personal care brands offer a variety of options that are largely appealing, though consumers express some confusion due to the prevalence of natural claims, limited regulations, and a less than clear category definition. However, consumers are concerned about green issues, and aspire to live a healthier lifestyle ...

Skincare Ingredient and Format Trends - US

US adults are looking for easy-to-use, functional formats when shopping for skincare products, explaining the popularity of wipes and sheet masks. Brands may also consider a focus on natural ingredients, with charcoal, micellar water, and aloe appealing to consumers. Further success can be achieved by incorporating trends from the Asian ...

The Savvy Beauty Consumer - UK

"Although the economy has entered recovery, savvy shopping behaviours have become engrained in consumers' minds, and they remain drawn to sales, multi-buys and discount retailers. While brand loyalty has helped dampen the effect of savvy shopping on primary beauty markets, such as colour cosmetics; hygiene-oriented markets, including soap, bath and ...

Healthy Lifestyles - UK

Beauty and Personal Care - International

“Usage of suncare protection continues to be dependent on the weather, with value falling across 2014-15 in line with lower levels of sunshine. Looking forward, suncare brands can further align themselves with the skincare category in order to position their products as an integral part of a daily skincare routine ...

“Whilst prevention of future illness is a major driver of healthier habits, this argument runs the risk of being viewed as ‘nanny state’. Instead, companies and brands would increasingly benefit from emphasising how their products and services help consumers improve their appearance/look younger for their age and help improve ...

Personal Care Consumer - US

A mature personal care market benefits from widespread product usage of functional items such as oral care and deodorant, while younger women drive growth of discretionary items including facial skincare. Brands can benefit by focusing on gentle products or natural sounding ingredients, which appeal to consumers amidst concerns over ingredient ...

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Healthy Lifestyles - US

"Though Americans are increasingly aware of health issues, many struggle to make significant changes. Consumers are constantly looking for new and better ways to live a healthy lifestyle without making significant sacrifices or interfering with other commitments and desires."

- **Lauren Bonetto, Lifestyles & Leisure Analyst**

Shaving and Hair Removal - US

"Current sales in the shaving and hair removal category remain sluggish, due to the competitive landscape and value-driven nature of the category. Sales are expected to level off with minimal gains through 2020."

Lifestyles of Millennials - UK

“Because all the traditional markers of adulthood are less available to today’s Millennials, they are redefining what it means to be an adult for themselves. Marketing messages focused on traditional milestones of adulthood may no longer be as relevant; brands that acknowledge the shifting social norms will forge a much ...

Anti-Ageing Beauty - UK

“The anti-ageing beauty markets benefit from a society which is perceived to prioritise youth; a pressure felt most strongly by women. The ageing population, coupled with men’s changing attitudes towards beauty and grooming, is set to expand the user base, although traditional topical products may be threatened as treatments and ...

Men's Personal Care - US

The men’s personal care market has remained relatively flat, with the biggest gains seen in the skincare segment, which is now beginning to stabilize. Looking forward, strong haircare sales will be the biggest driver in the market due to product launches among popular men’s brands as well as men’s increasing ...

Inside-Out Beauty - UK

“There is a strong consumer perception of appearance through health; however usage of beauty supplements remains low which may be driven by low knowledge of beauty ingredients, as well as the high cost of products. Targeting the mass market could secure growth for the category, in addition to raising awareness ...