

### December 2017

#### Suncare - UK

“The value increase in the suncare market is thanks to sun protection. Led by frequent usage rather than advances in innovation, shoppers are trading down to more basic sun protection to overcome extra expense. Aftersun remains a small segment with consumers unconvinced by its benefits, while self-tanning has fallen victim ...

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#### Sleep Aids - UK

“Despite a growing culture of sleep issues in the UK, a reluctance to reach for OTC sleep aids remains; growth of the category has been compounded by developments in the tech arena as well as a preference for making lifestyle adjustments over seeking remedies. Sleep is not the expendable commodity ...

#### Children's Personal Care Products - UK

“In a bid for safety, parents and brands alike turn to natural ingredients to provide gentle care. However, premium prices will still turn shoppers away as financial concerns mean less spend on non-essentials. Products that assist younger children could be a good opportunity, as well as appealing to the growing ...

#### Managing a Healthy Lifestyle - UK

“Only 15% of people thinking that they are unhealthy for a person of their age contrasts sharply with more than six in 10 people being overweight or obese. Consumers recognise the importance of getting enough sleep, having a healthy diet and exercising, but the majority are falling short on recommendations ...

#### Consumers and the Economic Outlook: Quarterly Update - UK

“Consumers’ spending power is being hit by the squeeze on incomes as inflation continues to outpace average wage rises. In four of the last five months, people have been more likely to feel worse off compared to a year ago than to say that their finances have improved. This is ...