

June 2011

Marketing to the Boomerang Generation - UK

The recession that began in 2008 has had a profound impact on the availability of jobs and has made it increasingly difficult to borrow money and get mortgages. With almost six in ten Boomerangs moving home for financial reasons, the Boomerang Generation is just one of the side effects of ...

Hair Appliances and Accessories: The Consumer - US

Hair appliances: Lack of new technologies and the poor economy have forced retailers and suppliers of electrical hair styling appliances to become more creative about how they develop products and go to market. In what is largely a replacement category, incremental sales are being driven by multi-use items, as well ...

OTC Painkillers and Cold and Flu Remedies - UK

Since the beginning of the recession in 2008, the market for OTC pain and cold/flu remedies has experienced a decline in value sales. According to Mintel's consumer research, the active ingredients contained in OTC medication are more important than the brand of medication.

Green Lifestyles - UK

The recession, rising costs of fuel and food as well as the cost of living has seen people re-evaluate their lifestyle and outgoings. This report explores people's attitudes towards the environment and establishes how green people say they are compared to how green their lifestyles actually are.

Health and Fitness Clubs - US

The fitness club category has posted annual gains during the past five years, even during the recession, with revenues increasing from \$15.9 billion in 2005 to an estimated \$20 billion in 2010. Fitness club membership has similarly grown, from 41.3 million members in 2005 to an estimated 46 ...

Beauty and Personal Care - International

Facial Skincare - UK

The UK women's facial skincare market is in rude health and is expected to generate annual sales of £964 million in 2011, up almost 4% year-on-year. The category's penetration is relatively high, with close to nine in ten women (86%) using face creams and lotions. The category will likely be ...

Health and Fitness Clubs - UK

For the UK health and fitness clubs industry, it has been a case of 'battening down the hatches' during the past two years. Most operators have seen business decline or at best stay relatively flat as consumers have cut back their spending on discretionary products and services.

Shampoos - Europe

European shampoo sales have been adversely affected by the economic recession, with consumers opting for economy and private label offering at the expense of premium products. Value sales in the 'big 5' have thus either stagnated or posted a decline. However, the year 2010 showed signs of improving demand.

Oral Care - US

Sales of oral care products declined slightly in 2008 and 2009 as millions of Americans sought to reduce household expenditures as a result of recessionary pressures. However, FDMx sales grew for the first time in three years in 2010 and now resemble levels observed before the recession.

Private Label Beauty - US

In this report, Mintel examines the niche market of private label color cosmetics as it relates to lip, eye and face makeup. While retailers had high hopes for this segment during the mid-2000s, shoppers' distrust of unfamiliar names has caused it to decline considerably. Even the recession has not spurred ...

Feminine Hygiene and Sanitary Protection Products - Europe

The sanitary protection markets France, Italy and Spain were in the red in 2010 when sales dipped by 1.6%, 8.6% and 0.5%, respectively. In the UK sales were flat, while only Germany eked out modest growth (0.8%) in the period. While product use is high – ...

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Haircare - US

After category sales declines in 2008 and 2009, the haircare category posted a 1.1% increase in sales in 2010 to reach \$6.4 billion. Although growth was modest, a number of products that shared the same features had significant sales gains. This strongly suggests a new era of opportunities ...

Student Lifestyles - UK

What we have seen:

Latina Consumer - US

According to the 2010 U.S. Census, Hispanics are the second largest ethnic group in the nation with a population growth that is now driven by U.S. birth rates rather than new immigrants. As well as growing in number, Latinas are demonstrating their spending power like never before; they ...

Bodycare and Depilatories - Europe

Steady, year on year value growth in European bodycare sales has been compromised by the economic recession and premium-oriented, non-essential products, such as anti-cellulite and firming treatments and gradual tanners, have fallen out of favour due to consumers' saving measures. Instead, consumers have returned to more basic bodycare products and ...

Private Label Beauty Products and Toiletries - UK

What we have seen:

Feminine Hygiene and Sanitary Protection Products - UK

The sanitary protection (sanpro) and feminine hygiene market is expected to generate sales of £297 million in 2011, an uptick of over 1% year on year. The FMCG category is highly promotional with multi-purchase and discount deals a regular feature of supermarket shelves.

Cold, Flu and Allergy Remedies - US

In the U.S., the over-the-counter (OTC) cold, flu and allergy remedy market sold through FDMx (food, drug, and mass merchandisers, excluding Walmart) dipped slightly in 2010, following a range of challenges that have hurt the potential for sales growth. Chief among these was a moderate 2009-10 flu season, but ...

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Beauty Retailing - US

The color cosmetics and facial skincare categories continued to grow through Q4 2010 despite the slow economic recovery, but these segments are not recession proof. Unemployment was still high and consumers remained careful about spending. The retailers that reported the strongest performances were the ones that combined savvy merchandising and ...

Shampoo, Conditioners and Treatments - UK

Shampoos, conditioners and treatments need to overcome their commodity status. Manufacturers and retailers are trapped in a vicious circle of aggressive discounting, which holds back value growth, which in turn prompts them to discount once again to drive up volume. The key to redressing this situation is to build penetration ...

Budget Shopper - UK

Despite challenging economic conditions, the majority of people (59%) have felt the effects of the recession but have managed fairly well. This report explores people's financial health and their budgeting habits; it examines attitudes towards spending money and identifies the emotional responses to brands and retailers; the conflict between quality ...

Green Marketing - US

The number of consumers whose shopping or investing decisions are influenced by corporate behavior continued to grow in 2010. Despite ongoing financial pressures, consumers remain committed to ethical and green shopping.

Facial Skincare - US

Sales of facial skincare products in the U.S. declined in 2008 and 2009, as millions of Americans took steps to mitigate the impact of the recession and minimize household expenditures. However, category sales increased in 2010 and there is reason to believe sales could rise again in 2011.

Beauty and Personal Care - International

Marketing to Gen X - US

Sandwiched between the Millennial and Baby Boomer segments, Generation X (Gen X) has come of age. As this generation enters their late thirties and forties, they hardly represent the "slacker" stereotype that media pundits used to describe the generation in the 1990s. Indeed, many are reaching their peak earning years ...

Marketing to Singles - UK

Consumer behaviour can be complicated and bewildering. What makes people think, feel and reason in a certain way? How do they choose between different product alternatives (eg brands, products and retailers) and equally what influences their purchase decisions (eg culture, family, media)?

Marketing to Retired People - UK

Consumer behaviour can be complicated and bewildering. What makes retired people think, feel and reason in a certain way? How do they choose between different product alternatives (eg brands, products and retailers) and equally what influences their purchase decisions (eg culture, family, media)?

Homeopathic and Herbal Remedies - US

The market for homeopathic and herbal remedies increased 17% from 2005-09 to reach \$5.9 billion. As these once considered "alternative" remedies continue to transition into the mainstream, Mintel expects growth to continue at a steady rate, averaging 3.5% growth annually through 2015.

Soap, Bath and Shower Products - UK

The recession has impacted upon the shopping habits of more than five in ten adults. Buying soap, bath and shower products that are on special offer is top of the mind amongst just over a half of consumers. Almost four in ten consumers even go as far as stock piling ...