

June 2012

## OTC Painkillers and Cold and Flu Remedies - UK

“Big OTC brands in the UK are working in stressed market conditions, as cash-strapped savvy consumers buy lower-priced alternatives based on key ingredients. Brands are already making significant strides to introduce innovative products, but they face tough times ahead as the economic background continues to put pressure on household budgets ...

## Oral Care - US

The U.S. oral care market continues to feel the impact of the stagnant economy, growing modestly in 2011 with the expectation that this modest growth will continue into 2016. However, population growth from key users of oral care products—women, Boomers, and Hispanics and Blacks—should help the market steadily grow ...

## The Budget Shopper - US

Popularized during the height of the recession, the term “budget shopper” referred to a consumer who was struggling to make ends meet by scrutinizing costs, weighing out the pros and cons of nearly every purchase, and making spending cutbacks wherever possible. Although the recession officially ended in 2009, consumer attitudes ...

## OTC Internal Analgesics - US

The \$3.766 million over-the-counter (OTC) internal analgesics category has experienced some setbacks in the past few years. Product recalls among major brands have resulted in large sales losses by leading companies, and leading to a 5% dip in overall category sales from 2006-11. However, Mintel’s custom research finds that ...

May 2012

## Household Polish and Specialist Cleaners - UK

“Owning a number of brands within household cleaning offers benefits when it comes to new product

## Household and Personal Care - International

## Laundry Detergents and Fabric Conditioners - UK

“In the current economic climate with household budgets being squeezed consumers have become more focused on price, but opportunities still exist for shifting attention towards other product attributes. Fragrance will remain an important secondary product differentiator, but the long-term challenge for manufacturers is convincing more consumers that their products can ...

## Health Savings Accounts - US

With healthcare costs continuing to rise, both employers and employees are constantly looking for ways to control them. Consumer Driven Health Plans (CDHPs), of which Health Savings Accounts (HSAs) are one type, are becoming an increasingly popular way to do just that. Paired by law with High Deductible Health Plans ...

## Washers and Dryers - US

The washer and dryer market has experienced a nearly uninterrupted slide since 2007 due primarily to continued weakness in the housing market. While stabilization in real estate will provide badly needed support to sales, marketers looking for more robust growth must convince consumers to trade up to newer, more efficient ...

## Pet Supplies - US

While sales in many categories have declined in recent years as a result of the recession, the pet supplies market has remained quite stable. This is partly a function of the deep emotional bonds that many people have formed with their pets as well as strong demand for a broad ...

## Social Media: Household Care - UK

“The household care market is one where the products are pushed to the back of the cupboard until they need

## Household and Personal Care - International

development and promotions. Multi-brand advertising and special offers can help to give greater exposure to smaller brands within the portfolio, while cross-branding in an area such as fragrance (eg Air Wick on Mr Sheen ...

to be used and chores are pushed to the back of mind until they can no longer be ignored. However, this dislike of chores offers household care brands the greatest ...

### Sanitary Protection and Feminine Supplies - UK

“The market for sanitary products is an essential item among women, and yet it has struggled to deliver on growth, because unlike other personal care items, this is a category which offers little in the way of indulgence and luxury, with consumers instead focused solely on performance.”

### Lawn and Garden Products - US

The market for lawn and garden products is in a state of post-recession recovery, and is forecast to reach \$45.1 billion in the U.S. by 2016—a 20% increase over 2011. Lawn and garden product sales are impacted by a variety of economic and social factors including: the U ...

### Sanitary Protection and Feminine Supplies - US

Women continue to search for reliability, effectiveness and comfort when purchasing sanitary protection and feminine supply products. However, changes in the marketplace including increased trust in private label offerings and a desire by consumers for more open and honest communication is changing the landscape. National brands are finding ways to ...

### Cough and Throat Remedies - US

The incidence of suffering from a cough or sore throat becomes elevated during more severe cold and flu seasons. As a result, fluctuations in market sales correspond to the severity of flu seasons. The cough and throat remedies market is also driven by other factors, including key demographics such as ...

## April 2012

### Convenience Stores - UK

“The convenience operations from the major grocery multiples are not traditional c-stores: instead, they are pared-down versions of their superstore offers. For independents, this means there are pressures to compete but there are also gaps in the offer to exploit. The independents must restate the convenience in c-store shopping, providing ...

### Shampoo, Conditioners and Styling Products - US

The haircare market has seen little change between 2006 and 2011, with sales of \$6.5 billion in 2011 just \$10 million more than in 2006. Fluctuations in the interceding years have been by and large a product of the faltering economy, with increases in 2009 a result of consumers ...

### Dishwashing Products - UK

“While the main route to growth in machine dishwashing is through driving higher ownership of dishwashers in UK homes, existing dishwasher users could also be persuaded to do a higher proportion of their washing up using the dishwasher through product improvements and better advice on maximising dishwasher performance.”

### Fridges and Freezers - UK

“Innovation has touched almost every aspect of product styling and design in refrigeration. So today’s consumers have more choice than ever before from low-cost no-frills appliances through to high-spec luxury items. There are smart appliances that micro-manage food storage temperatures and humidity and a plethora of innovative interiors that improve ...

### Dishwashing Products - US

### Shopping for Home Décor - US

## Household and Personal Care - International

The dishwashing products market grew slowly from 2009-11, as declining unit sales were offset by growing consumer preference for higher-priced dishwasher products such as single-dose pacs and multipurpose products. Changing demographics and an improving economy will present new opportunities and challenges for the market over the next five years.

The home décor market suffered sales declines during the recessionary years, yet has returned to growth in 2010 and 2011. The fortunes of this market are inherently linked to the rebound in the housing market as well as consumers' renewed optimism in the economy. These as well as other factors ...

### Marketing to the Green Consumer - US

Improving economic conditions indicate that demand for green and sustainable products will grow in 2012. During the recession years (2007-09) and the subsequent slow recovery, the green consumer base stagnated as financial concerns outweighed environmental concerns. However, current macroeconomic data shows that a reversal of fortunes may be in the ...

### Nappies and Baby Wipes - UK

“Around 31% of parents use baby wipes for general cleaning. To encourage usage of cleaning-specific wipes, brands (eg Kandoo) could be extended and positioned as ‘toy wipes’, which are ideal for cleaning babies’ and children’s plastic toys, to kill germs but be safe for babies. The wipes could also be ...

### Outdoor Barbecue - US

The outdoor barbecue market is slowly recovering after the recession, and shipment volume is expected to grow 4% over the next five years to reach 13.9 million unit shipments in the U.S. by 2016. The outdoor barbecue market continues to be impacted by a variety of economic factors—including ...

### Shampoo, Conditioners and Treatment Products - UK

“It seems that adults associate well groomed, frizz-free and glossy hair with confidence. Adults who buy shampoos which protect coloured hair, smooth, repair and moisturise are more very likely to feel more confident when their hair looks good. This offers an opportunity for brands to peg their marketing messages to ...

### Gastrointestinal Remedies - US

Sales of gastrointestinal (GI) remedies grew considerably in 2009, in part because of strong demand for over-the-counter (OTC) versions of prescription remedies such as Prilosec OTC. This growth, however, decelerated in 2010 and 2011. While significant opportunities exist in the category, it is evident that at this point in history ...

### Social Media: Beauty and Personal Care - UK

“Social networks have established themselves as integral to the consumer’s digital experience. They not only enrich the brand experience, but also help to integrate real-world brands into users’ digital lifestyles. People are turning to online discussions for product recommendations, listening to the opinions of others and increasingly forming networks based ...

### Soap, Bath and Shower Products - US

The U.S. market for soap, bath, and shower products was significantly impacted by the slow economic recovery, which caused declines in 2010 and allowed for only modest growth in 2011 as users traded down to less expensive products or made their existing products last longer. Still, growth is moderately ...