

## March 2017

### Disposable Baby Products - US

"Sales growth of disposable baby products has reached a five-year high in 2016, driven by training pants, natural brands, and private label. Future sales are projected to grow annually as parents continue to value the safety and gentleness of these products, brand name, product efficacy, and value."

- Jana Vyleta, Home ...

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

"Consumer sentiment has remained strong, reflecting growing real wages, low unemployment and, as yet, the absence of any major economic upheaval post-EU vote. When it comes to the impact of the vote, people are relatively positive about the big-picture issues such as the UK's economic growth, and most feel ...

### Nutrition, Health, Vitamins & Supplements - All Regions

Mintel's Annual Overviews take a look back at 2016 and provide a detailed overview of the key issues faced by key categories through the year. Including; a full market overview, an in-depth review of the big stories from the year as well as our forecast for the future of these ...

## February 2017

### Soap, Bath and Shower Products - UK

"The soap, bath and shower market continues to be hindered by decreasing product usage, with competitive pricing strategies having a greater influence than new product innovations. There are, however, opportunities in the market to encourage trading up, such as focusing on lifestyle trends to promote the emotional and functional benefits ...

### First Aid - US

The first aid category is experiencing flat sales in 2016 due to declines in foot care and an overall value-driven

## Beauty and Personal Care - International

### OTC Sleep Aids - US

"The majority of adults struggle with sleep. The inability to get a good night's sleep paired with the spotlight placed on the importance of sleep have helped strengthen OTC sleep aid market growth and should continue to boost sales as consumers face many sources of sleeplessness. However, persistent consumer concerns ...

### Women's Haircare - UK

"The women's haircare sector has struggled to show growth in recent years as savvy shopping behaviours continue to take their toll, with the category showing value growth of just 0.3% in 2016. The value of the prestige sector has shown a particular rise, keeping the category afloat, suggesting a ...

### Beauty & Personal Care - Ireland

"Mass market brands continue to dominate the beauty and personal care market however the rise in non-specialised retailers signals scope for growth of premium own-label brands in 2017. In terms of new product development the increased prevalence of allergies and lifestyle-related skin complaints highlights opportunities for brands that boast 'dermatologically ...

### Marketing to Men - UK

"Marketing aimed at men continues to be heavily focused on high-achieving sportsmen and well-groomed male models, offering the brands behind them little differentiation in the minds of those they are targeting. This paves the way for brands to take a different approach in their campaigns, such as featuring role models ...

### The Millennial Beauty Consumer - US

## Beauty and Personal Care - International

mindset among consumers. Future growth is projected to be modest as consumers continue to seek out products that provide value, durability, and functionality, and a shopping experience that is transactional ...

"Millennial women are highly engaged in their beauty routines, using a broad variety of products, spending more time than average on their appearance, and reporting strong skill levels and frequent experimentation. Interactive shopping experiences and YouTube tutorials provide avenues for reaching this tech-savvy generation, while advertising themes that focus on ...

### Men's and Women's Beauty and Grooming Routines - UK

"Appearance is so crucial to confidence that today's adults aim to conduct the vast majority of their beauty and grooming tasks before facing the day ahead. However, busy lifestyles are taking their toll, which could spell trouble for products that require a greater level of time commitment. Harnessing the potential ...

January 2017

#### Beauty Retailing - Spain

"Spain is emerging from its prolonged recession and consumers are recovering their confidence. They are showing signs of trading up and are interested in the environmental credentials of beauty products. Consumer research for this report reveals a trend towards shopping at the specialists and a recovery in interest in innovative ...

#### Beauty Retailing - Italy

"The Italian beauty market is continuing to perform well. Despite fluctuating levels of growth in consumer spending, the leading specialists have continued to increase retail sales – strengthening their position in the market and stealing consumer spending away from the grocers and department stores. Looking ahead, the leading specialist Acqua ...

#### Beauty Retailing - Germany

"The internet is a critical part of beauty shopping as consumers use social media for inspiration and the latest trends. But sales online are low and stores remain irreplaceable for allowing consumers to interact with products. Recent expansion by some of the leading players means stores are now more conveniently ...

#### Beauty Retailing - Europe

Beauty Retailing – Europe, January 2017 provides detailed coverage of the beauty retail sectors in the five major Western European markets: the UK, France, Germany, Italy and Spain. The data in its entirety is contained in the five-country report, which gives a full overview of beauty retailing in these markets ...

#### Beauty Retailing - UK

"The beauty retail market is experiencing slowing growth as consumers are spending less, notably on basic products within the personal care segment. Stores remain vital to the beauty purchase process; and by investing in new services and technology, retailers are able to add value to their offering that cannot be ...

#### Beauty Retailing - France

"Growth in spending on personal care in France has been sluggish, but the specialist retailers have been growing strongly. This is in no small part due to the dynamism of market leader Sephora, whose accessible stores and digital innovations are leading the way, but also down to the expansion of ...

#### Managing Your Health - US

#### Home Hair Color - US



## Beauty and Personal Care - International

"The US continues to experience significant growth among the older population, along with an increasing life expectancy, growing the demand for products and services to assist health-engaged consumers. In order to help consumers overcome barriers to living a healthy lifestyle, it will be essential to tap into their emotional motivators ...

"Home hair color sales have remained flat, as preferences for natural looks, concerns over damage, and ombre styles, which have made roots less taboo, have all placed downward pressure on the market. Despite challenges, opportunities exist to reinvigorate sales, exemplified by positive men's hair color sales, suggesting that expanded availability ...