

October 2011

Men's Toiletries - US

Despite the fact that unemployment numbers are still high (9.1% as of September 2011) and household income is down in the U.S., interest in the men's grooming market is not waning. U.S. retail sales are estimated at \$2.4 billion in 2011, with deodorant/antiperspirants leading the ...

September 2011

Marketing to Mums and Mums-to-be - UK

"With women putting a higher priority on their education, careers and financial stability, the average age of becoming a mother has gone up to 29.5 years. With 2.8 million breadwinner mothers in the UK, partners play an increasingly important role in the upbringing of their offspring, even though ...

Vitamins and Supplements - UK

"Over a half of adults do not take vitamins and supplements as they feel they get all the vitamins and minerals they need from their diet. Perhaps supplements manufacturers could expand their brands into foods such as vitamin and mineral enhanced cereal bars and yogurts in order to boost usage".

Glasses and Contact Lenses - US

U.S. sales of eyeglasses, contact lenses and eye care products formed an estimated \$23.3 billion market in 2011. Sales growth is flat due to poor economic conditions, downward price pressure on complete pairs of glasses, and infrequent replacement of frames/lenses. OTC sales of reading glasses are the ...

Fitness Clothing - US

At the crossroads of sports, fashion and popular culture, the fitness apparel market boasts some of the best-established brands in the world. This report explores how the macroeconomic landscape, national fitness activity and demographic changes are shaping the market. It hones in on the recent performance, sales, branding and marketing ...

Marketing to Dads - UK

"Despite the fact that more women than ever have careers, fathers still assume the traditional role as breadwinner. However, economic uncertainty and instability in the job market, compounded by the rising cost of living, puts fathers under significant pressure to provide for their families. Today's fathers prioritise working over family ...

Toilet Cleaning and Care - Europe

"Toilet care products are essential items and enjoy high usage rates. However, the economic recession has hit consumers hard, and in turn market value has suffered. According to Mintel research, in all the Big 5 European countries except France, promotional offers are now regarded as a more important purchasing factor ...

Toilet Cleaning and Care - UK

"Underpinning the strength of the market is the large and growing number of toilets in UK households and the strong desire among consumers to maintain high standards of toilet care. The market has some strong brands, but the leading three brands in specialist toilet care are facing increased competition during ...

Pet Supplies - US

The pet supplies market has performed well in the challenging economic climate of the last several years, posting steady yearly gains between 2006 and 2011. Driving these results is most likely the central role that pets play in their owners' lives and the increasingly pervasive view among owners that pets ...

Household and Personal Care - International

Children and Obesity - US

According to the National Health and Nutrition Examination Survey, as recently as 2008 nearly 17% of kids in the U.S. are obese, which is triple the percentage in 1980 and amounts to no less than an epidemic. There are myriad reasons for the catastrophic rise in obese kids, but ...

British Lifestyles - UK

The cost of living is rising and we are changing the way we shop as a result. Forced to evaluate our spending, we are increasingly becoming savvy shoppers with half of us no longer wanting to pay full price for anything. Brand loyalty is one of the biggest victims of ...

August 2011

Men's Grooming - Europe

The male grooming category in the Big 5 European countries combined, UK, France, Spain, Italy and Germany, was valued at €6.6 billion in 2010. Since 2005, the market has grown by just 8%, as men show an increasing interest in personal appearance and image but price promotions put a ...

Black Haircare - US

The FDMx Black haircare market was not immune to the recession, posting an inflation-adjusted decline of 6% from 2006-10. Despite this cumulative decline, the \$185 million market appears to be on the road to recovery, expected to post its first real-term gain of 4% in 2011. The positive results are ...

Children's OTC and Healthcare Products - UK

"Fewer than one in five parents consults a pharmacist for health advice. The National Pharmacy Association's annual Ask Your Pharmacist Week could place more focus on the pharmacist's role in helping parents diagnose their children's ailments and providing OTC solutions, so that pharmacists are viewed by parents as a first ...

Functional Food and Drink - UK

Estimated value growth of 32% over 2006-11 saw the functional food and drink market reach £785 million. The market has benefited from consumers' efforts to be healthy but it also continues to face some sizeable challenges. There is a debilitating level of consumer cynicism towards functional health claims and 75 ...

Fabric Care - Europe

European fabric care markets are mature and saturated. Growth is driven by innovation and marketing support by the multinational laundry brands. Stain removers have benefited from consumers' desire to save money by cutting down on dry cleaning; although they are challenged by the growing stain removing efficiency of concentrated laundry ...

Pet Food - US

The increasingly prevalent view among pet owners that dogs, cats and other pets are members of the family has helped to insulate the pet food industry from the full force of the recession and its aftermath. Indeed, pet owners' abiding concern for the health and well-being of their pets is ...

Cookware - US

While sales in many categories declined sharply in 2008 and 2009, cookware, bakeware, and cutlery sales actually remained quite stable during the recession, in part because the downturn drove many to spend more time cooking and entertaining at home. Moreover, a growing number of Americans are expressing an interest in ...

Household and Personal Care - International

Candles - US

Mintel's report *Candles—U.S., August 2010* noted that candle sales fell between 2008 and 2010 as a result of recessionary pressures, which drove millions of Americans to embrace frugality and take steps to minimize discretionary spending. Nonetheless, since then FDMx sales of some candle brands have defied the downward sales ...

Fabric Care - UK

"The market was boosted during 2010 by the entry of P&G's Ariel brand into stain removers, but the sector faces a challenge in continuing to encourage more people to buy separate fabric care products when laundry detergents and fabric conditioners are also offering added benefits, such as colour care and ...

Adult Obesity - US

Adult obesity in the U.S. has reached epidemic levels. More than a third of adults are obese in 2011, due to increased calorie consumption, lack of exercise/sedentary lifestyles and an economy that is forcing many consumers to choose more affordable meal options that contain very little nutritional value ...

Marketing To Young Couples - UK

There are almost 16 million adults aged 16-34 living in the UK of which almost three in ten (4.6 million) are either married or living with their partner. The length of time that they have been together as well as the commitment that they have made to one another ...

July 2011

Leisure Centres and Swimming Pools - UK

"There is a major opportunity for trusts and contractors to diversify into budget gyms, which is a fast-growing sector within the private health and fitness industry. They could do this both on their own accord (eg by opening their own private facilities independent of councils) or by opening smaller 'infill' ...

Women's Bodycare and Depilatories - UK

"Women are plagued with any number of body issues and while body care products are available on the market to treat every conceivable aesthetic problem, half of women are likely to opt for a general-purpose moisturiser. Brands that deliver measurable results could potentially turn this around. In face care, for ...

Vacuums - US

The \$2.7 billion vacuum market has continued to face challenges as low consumer confidence and a depressed housing market have limited market growth. After a steep drop in sales in 2008, in 2009 and 2010, growth has been positive, but modest. Interest in sanitizing steam mops, bagless uprights and ...

Sexual Health - UK

"Many years ago Katherine Hamnett's T-shirt designs incorporated a small condom pocket – could this return as a design feature, either by way of a condom brand extending into the underwear market or as a special line designed by an underwear company such as Calvin Klein?"

Marketing to the Modern Family - UK

Running analysis on Britain's parents, Mintel has identified four mutually exclusive groups based on how close-knit their relationship with their children is. These groups will be analysed in greater detail within this report. This report identifies the key characteristics of each family typology and helps understand their relationship with their ...

Residential Flooring - US

Even though sales of flooring products fell from \$19.6 billion in 2009 to an estimated \$16.3 billion in 2011, the category is full of new opportunities. This report explores them, along with specific recommendations for capitalizing on the changing landscape of the flooring category. Some of the topics ...



Household and Personal Care - International

Household Cleaning Equipment - UK

“In a market where own-brand purchases are most common and price is the major factor influencing the choice of cleaning cloths, brands face a challenge in encouraging shoppers to pay a bit more for their products. Durability presents the best scope for encouraging shoppers to pay a little bit more ...

Consumers and The Economic Outlook - Quarterly Update - UK

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers' assessment of the potential impact of the government's austerity measures.

Conditioners and Treatments - Europe

The big 5 European countries put on a varied performance in regards to sales of conditioners and hair treatments in 2010, with market value up in France, Spain and the UK, but Germany and Italy posting a modest decline. Valued at €414 million, France is by far the largest market ...

Retailing in Emerging Markets - Europe

For the 2011 edition of the Retailing in Emerging Markets report we have added a number of new markets to extend our coverage. As a result this year's edition includes coverage of 15 European markets in Central and Eastern Europe, plus Turkey. The new markets covered in this edition are ...

Healthy Living - US

As the obesity epidemic continues to bring awareness to the state of healthy living in the U.S., consumers are searching for new and better ways to eat right, exercise and create balance in their lives. Companies, facing rising health insurance costs for their employees, are also working to encourage ...