

### September 2015

#### Beauty Accessories - US

The \$3 billion beauty accessories market has shown slow, uneven growth in recent years. However, while the largest market segment, hair accessories, has effectively stagnated, there are strong areas of growth and innovation in the smaller make-up and shower accessories segments. Indeed, a number of smaller players have seen sales ...

#### Marketing to Moms - US

"Less pressure to settle down and have children early in life means more women are having kids on their own terms – which often means fewer children, later in life. While modern women have more choices than ever before, they also face greater expectations. Even though moms are increasingly working ...

### August 2015

#### Black Consumers and Haircare - US

"Haircare is perhaps one of the largest areas of consumer expenditures among Black consumers. Hair is an important part of Black consumers' image – it shapes their identity and sends a signal to the world of who they are as a person. With the variety of ways that Black consumers ...

#### Fragrances - US

"The impact of a saturated marketplace and increased competition from scented toiletries has led to flat performance in the \$3.7 billion fragrance category. To combat consumer apathy and confusion, industry players can leverage new product development and honed marketing emphasizing value-added benefits/ functionality, demographic-specific use, and customization. Delivering unique ...

### July 2015

#### Color Cosmetics - US

"Slow growth in the color cosmetics category is reflective of an intensely competitive category landscape. While beauty trends such as bold brows and bright lips are translating to gains for certain segments, overall category growth has been kept in check. Brands are challenged with keeping women engaged in the category ...