

June 2013

Body, Hand and Footcare - UK

“More than one in three people feel a twinge of guilt about their bodycare routine: companies have access to a potentially receptive target group (35%) who feel they should use bodycare products more often. Finding a way to harness the guilt will help boost usage and stem declining value and ...

Oral Healthcare - UK

“Appearance, health and hygiene remain the most important drivers in this category, with older people more focused on health and hygiene and younger people more focused on appearance. With the growth of the oldest and youngest demographics predicted, this offers opportunities for more tailored product offerings. Own-label remains competitive in ...

May 2013

Sanitary Protection and Feminine Hygiene Products - UK

“With an ageing population, the market could cater better for women who are leaving the sanitary protection market but entering the adult incontinence market. Closing the gap between pre- and post-menopause could come in the form of product ranges targeted to specific needs of this time in a woman’s life ...

Facial Skincare - UK

“Facial care remains an integral part of beauty and grooming routines. However in a results-driven category, consumers are very demanding of their facial skincare products and brands tread a fine line between igniting interest and the ability to deliver on promises.”

April 2013

Cold and Flu Remedies - UK

“Growth in the market will be driven by continued product innovations and a boost in the population of children, impacting the children’s and parents’ OTC market. Opportunities exist in extending product ranges and innovating in faster-acting formulations and product formats.”

Shampoo, Conditioners and Styling Products - UK

“A tough economic climate has resulted in a ‘want it all’ attitude amongst consumers. They have come to expect additional product benefits but don’t want to pay a premium for them. Creating an experience around haircare brands is likely to win over consumers who increasingly value expert opinion and advice ...