

June 2018

Consumers and the Economic Outlook - Quarterly Update - UK

"The increase in confidence that we discussed in Consumers and the Economic Outlook – UK – March 2018 clearly wasn't a one-off. Our confidence data has been running for almost a decade now, and people's assessments, both of their current financial situation and how they expect their finances to shape ...

Household Care Packaging Trends - UK

"It is clear that recent coverage of plastic and the state of the oceans is impacting on how consumers think about packaging for household care products. Sustainable alternatives, recycled plastic and recovered ocean plastics are all likely to be welcomed by consumers as they seek to live more ethically. However ...

Marketing to Millennials - US

Millennials are the largest generational group in the US and as they age they are only becoming a more important part of the consumer economy. Millennials are growing their incomes and entering new markets as they buy homes and start families. Marketers interested in reaching this group will need to ...

Cleaning the House - US

"Most adults get involved in housecleaning on some level due to the functional need to clean. However, changes in household trends, such as the rise in pet ownership and decline of households with children, can impact how consumers clean their home. Although traditional gender roles for housecleaning are shifting, women ...

May 2018

Marketing Health to Millennials - US

The Millennial generation is aged 24-41 in 2018, with many in the midst of major life milestones. As this

Oral Health - US

"Oral care sales generated \$8 billion in 2017, a modest 0.6% increase from 2016 driven by slowed growth in the toothpaste and mouthwash segments. Oral hygiene routines remain unchanged for most consumers, but around one fifth are working to improve their regimens. While they are relatively minimal, some frustrations ...

OTC Pain Management - US

"A majority of consumers turn to some form of OTC (over-the-counter) pain management product to treat pain, with OTC internal analgesics remaining the dominate choice for pain relief, though external analgesics continue to experience faster growth. Looking forward, consumers' need for pain treatments is not expected to change, and a ...

Pet Supplies - US

"Americans are spending more on their pets than ever before. Pet parents increasingly look for products that align with their own personal preferences and beliefs, and are willing to spend a bit more to provide their fur babies with safe and healthy products."

- **Rebecca Cullen, Household Care Analyst**

Footcare - US

"Footcare industry sales are projected to dip. The industry is slowly stabilizing after a sharp sales increase in 2015 was followed immediately by steep declines, a result of a foot smoothing device fad. Foot pain and

Household and Personal Care - International

generation balances a busy lifestyle they focus on the small steps they can take to manage their wellbeing. For Millennials, health and wellness is essentially a means to looking better and ...

aesthetic issues are fairly common, driving footcare product usage. Consumers prioritize functionality over brand ...

Managing Stress and Wellbeing - UK

“Levels of stress amongst today’s Brits are on the rise, driven by growing financial pressures and increasing workloads. This represents a burgeoning health crisis that the NHS is ill equipped to cope with, indicating an opportunity for brands and service providers to help alleviate – or even stave off – ...

Marketing to the iGeneration - US

Aged 11-23 in 2018, the iGeneration is the generational group that follows Millennials. Also referred to as Gen Z, to Millennials’ Gen Y, the iGeneration is starting to take Millennials’ place in the desirable 18-34 demographic, and marketers are investing in building relationships with this group. In some senses, iGens ...

April 2018

Shampoo, Conditioner and Hairstyling Products - US

“The shampoo, conditioner, and hairstyling products market continues to post slow but steady growth, driven by gains in the shampoo segment and a stabilizing conditioner segment, buffering struggling sales of hairspray and hairstyling products. Damage concerns and preferences for natural hair looks have some consumers skipping daily washing in lieu ...

Feminine Hygiene and Sanitary Protection Products - US

“The feminine care market is moving further towards a competitive imbalance, with P&G becoming more dominant and private label encroaching on the position of smaller players. A rapidly aging consumer base makes growth a challenge; but there are opportunities. Natural products, improving consumer brand involvement, and durable sanitary protection suggest ...

Consumers and the Economic Outlook - US

“The US economy weathered the political tumult of 2017 with surprising vigor, as most major economic indicators fared increasingly better throughout the year. The nation’s GDP (gross domestic product) has been on the rise for 17 consecutive quarters, and consumer confidence has been marching forward at record levels, while unemployment ...

Hand, Body and Footcare - UK

“The hand, body and footcare category showed modest growth in value in 2017, with the value of the premium segment growing at a greater rate than mass-market. Whilst the majority of people show an understanding of body skin being as important as facial skin, consumers are blurring the boundaries when ...

Cough, Cold, Flu and Allergy Remedies - US

Total sales for the cough, cold, flu, and allergy remedy market reached \$9.5 billion in 2017, a 6.2% increase from 2016. The start to a record-breaking flu season has already driven an 8.7% increase in the cold and sinus remedies segment, fueled by sales of flagship, multi-functional ...



Household and Personal Care - International

January 1970

Cookware - US

The cookware market experienced declining sales from 2016-17 in part due to competitive pressure from the growing small kitchen appliances category, lessening the need for cookware items. High penetration and long purchase cycles also challenge category growth, as market sales rely on new users and trade-ups.