

### March 2012

#### Disposable Baby Products - US

The U.S. market for disposable baby care products has been severely impacted by the economic downturn, suffering sales losses each year between 2006 and 2011, and forecasts into 2016 paint a similarly grim picture. Further compounding the slide is a declining birth rate in the U.S., stemming demand ...

#### Anti-aging Skincare - US

The U.S. anti-aging skincare market has experienced decelerated growth between 2006 and estimated 2011, as the impact of the economy forced tight household budgets for many users, who found less disposable income for discretionary purchases in recent years.

#### Children's Personal Care - US

Despite an increase in the population of kids aged 6-11, most segments of the children's personal care (CPC) market have seen declines in the last five years and are projected to see declines in the next five years. It appears that this is partly due to the down economy ...

#### Deodorants and Antiperspirants - US

The \$2.9 billion antiperspirant/deodorant market posted a 5.9% increase from 2006-11. Despite a questionable economy, penetration has changed little as consumers may have traded down, but rarely out, of this personal care essential. Indeed, the majority of respondents surveyed consider deodorants and antiperspirants to be a core-grooming ...

### January 2012

#### Foot Care - US

Reflecting a trend that has been seen in a variety of categories, sales of foot care products declined sharply in 2009, as millions of Americans sought ways to reduce discretionary spending and increase savings for a "worst case scenario" plan. While sales fell again in 2010 and 2011, improving economic ...