

## January 2017

### Natural and Organic Personal Care Consumer - US

"The natural and organic personal care market has grown within natural supermarket channels with many users saying they buy more of these products now than they did one year ago. To increase sales and household penetration, players should work to reduce skepticism evoked by fragmented and confusing claims, and emphasize ...

## December 2016

### Changing Face of US Healthcare - US

"Most consumers, particularly seniors, have visited a healthcare provider in the past year with the largest share of visits going to general practitioners. While healthcare costs are concerning, consumers are not very likely to discuss these costs with their healthcare provider. Some healthcare providers have an opportunity to refocus on ...

### Sexual Health - UK

"Durex is by far the dominant player in the market. Far from resting on its laurels, however, the brand consistently aims to instil in young adults the importance of safe sex, with initiatives that leverage the cultural themes and media most resonant with this group. To an extent, this is ...

### Water Filtration - US

"Despite more than half of adults owning either a water filtration system or product, and nearly one third saying they avoid drinking tap water as much as possible, sales of the water filtration market are expected to decline by 1% in 2016."

## November 2016

### Household Surface Cleaners - US

"The market for household surface cleaners is mature, with a growth rate that is being outpaced by inflation.

### Small Kitchen Appliances - US

"After years of stable gains, small kitchen appliance sales remained relatively flat due in part to the struggling beverage making appliance segment. Going forward, product innovations that focus on design and function, as well as a stabilizing beverage maker segment, may help restore category growth."

### Suncare - UK

"The suncare sector is estimated to show little change in value in 2016, despite a rise in usage of sun protection and self-tanning products. This is likely due to savvy shopping behaviours which have seen discounters rise in popularity. NPD in usage occasions has boosted usage in the self-tanning sector ...

### Sun Protection and Sunless Tanners - US

## Household and Personal Care - International

Convenience of multi-surface cleaning and antibacterial power are the leading attributes most consumers look for in surface cleaners, but secondary benefits such as scent, packaging, and natural ingredients are important among niche ...

A hotter than average summer resulted in strong 2016 sun protection and sunless tanner sales. Brands are challenged by seasonal usage, with adults typically reserving sunscreen use for warmer summer months when sun exposure is more relevant and top-of-mind. However, interest in products with added skincare benefits, natural offerings, and ...

### October 2016

#### Vitamins, Minerals and Supplements - US

"VMS (vitamins, minerals, and supplements) is a trend-driven industry hinging on the latest health fad such as today's emphasis on digestive health and supplements containing beauty benefits. While its growth has been steady, certain players are faring better than others by meeting consumers' needs for convenience and fun, in addition ...

#### Laundry Detergents - UK

"Brand loyalty is powerful in the laundry detergents category, contributing to the popularity of sales promotions and subscription services and undermining value sales. Interest in innovations that add convenience or a touch of the expert to products is strong, and could be used to invigorate interest and increase spend. The ...

#### Shaving and Hair Removal - UK

"Driven by a spike in NPD, a rise in advertising spend and changes in hair removal trends, the shaving and hair removal category returned to growth in value in 2015 following years of decline. Consumers are showing evidence of shaving more (both at a higher frequency and a greater area ...

#### Pest Control and Repellents - US

"People are spending more on pest control than ever before. Although most spending is on pest control services, product sales for outdoor repellents are also rising. Warmer weather and concerns about mosquito-borne illnesses contribute to overall category spending; however, concerns about the safety of pest control products still linger, leading ...

#### Men's Personal Care - US

The men's personal care market is expected to reach \$4.4 billion in 2016, representing growth of 15% when looking at the period from 2011-16. However, sales growth has slowed in recent years as the category stabilized and has been impacted by competition from a growing number of male-specific and ...

### September 2016

#### Consumers and the Economic Outlook: Quarterly Update - UK

"For the UK, the EU referendum is one of the defining moments of the 21st Century so far, with long-term implications that will rival events as seismic as the financial crisis. The truth is, though, that this early in

#### Vitamins and Supplements - UK

"Increased NPD and investment in marketing helped return healthy growth to the vitamins and supplements market in 2015. Demographically positioned vitamins proved among the biggest success stories of the year, reflecting consumer demand for more targeted health

## Household and Personal Care - International

the process there has been little direct impact on most people's ...

solutions and indicating that brands could generate more interest in the category by ...

### Seniors and Health - US

"The number of Seniors, adults aged 65+, is on the rise and by 2021 they will account for 17.3% of the total US population. Seniors are generally optimistic about the future and are investing in their health despite the health challenges that naturally come with aging. The current age ...

## August 2016

### Pet Supplies - US

"The pet supplies category continues its steady growth trajectory as Americans continue to spoil their pets, which are viewed as loyal family members rather than owned animals. Looking ahead, the category is expected to grow as the pet population ages, creating opportunities for products designed to address common issues that ...

### Pregnancy - US

"The US continues to experience low birth rates. Despite this, the topic of prenatal and postnatal maternal health care for women continues to intensify and brands and companies have an opportunity to be a part of this conversation. Women are up against many health ailments, affecting both the mind and ...

### Beauty and Personal Care Gift Sets - UK

"Beauty sets remain a popular gift choice, particularly at Christmas, with high levels of festive spending keeping the market afloat. Beauty-conscious young women are most likely to ask for sets as gifts, or buy for themselves to save money on individual products. However, older consumers are less likely to buy ...

### Home Laundry Products - US

"Home laundry product sales have rebounded as innovation in the category resulted in new product offerings and increased consumer spending on higher-margin products. Key drivers for continued growth will focus on further innovation in the category surrounding compactness and scent, as well as a more personalized shopping experience for consumers ...

### Cleaning in and around the Home - UK

"The average amount of time spent cleaning indoors each week has fallen since 2014, reflecting declining household sizes and an increased reliance on easy-to-use multipurpose products. Busy lives mean there is a balance to be struck between the amount of time it takes to clean and getting everything spotless, but ...

## July 2016

### Digestive Health - US

### Air Care - UK

## Household and Personal Care - International

"After experiencing solid sales in 2014-15, growth in the digestive health market is expected to soften somewhat in 2016. The majority of consumers are turning to some form of OTC (over-the-counter) digestive remedy for treatment, with antacids accounting for the largest share of all digestive health remedy sales. Looking forward ...

"Value sales in the air care category have stalled somewhat, but market conditions look set to ensure it returns to growth. There is an appetite for innovation in the category, and potential for product development of more premium scents and formats to boost the market, building on the positive impact ...

### Medicated Skincare - US

"The rate of growth for medicated skincare market continues to decelerate. Anti-itch treatments remain the strongest performing segment, while foot medications, cold sore treatments, and skin growth removers continue to stagnate. Alternative treatment methods – from self-healing to home remedies and prescription care to general skincare – further exasperate the already ...

### Body Care and Deodorant - US

The \$6 billion body care and deodorant market has shown fairly stable growth in recent years. Near universal routine usage of deodorant and body care presents both opportunities and challenges for future growth. Spray formats, natural formulations, and the integration of added benefits have propelled consumer interest in the market ...

## June 2016

### Dishwashing Products - UK

"The dishwashing category is in decline, with value sales impacted by the increasing influence of discounters and discount grocers, larger economy packs and the continuing development of all-in-one detergents. True innovation has continued to slow, suggesting that there is space for brands to reignite the category through development of brand ...

### Deodorants and Bodycare - UK

"The deodorants category has seen a decline in value in recent years, hampered by the rise of discounters, as well as a decline in NPD and advertising spend. The bodycare sector, on the other hand, has seen strong sales performance in recent years as consumers trade up in the prestige ...

### Cleaning the House - US

"Cleaning the house may not be something everyone looks forward to, but it remains an essential regular task, with consumers spending an average of more than four and a half hours on housecleaning every week. Understanding consumer attitudes and behaviors regarding cleaning the house is essential for companies marketing products ...

### Analgesics - US

"The analgesics market has experienced modest growth in recent years. The majority of consumers turn to some form of OTC (over-the-counter) analgesic to treat pain, with internal analgesics remaining the dominate choice for pain relief, though external analgesics continue to experience faster growth. Looking forward, consumers' need for pain treatments ...

### Oral Care - UK

"Value sales growth in the UK oral care market has been increasingly undermined by falling sales in the mouthwash segment and a decline in new product launches. This underlines the importance of product innovation to the category if it is to return to a higher growth rate in the future ...

## May 2016

### Consumers and the Economic Outlook: Quarterly Update - UK

"Mintel's consumer confidence data shows that the economy only has, at best, an indirect impact on sentiment. When the UK economy was outperforming most of its peers, many people were still pretty wary. However, in 2016 sentiment has continued to trend upwards, despite disappointing growth in the economy as a ...

### Dishwashing Products - US

"Practically every US home has dishwashing products. However, being such a universal product category means it can be difficult to drive growth. While dishwashing liquid has been able to increase sales in recent years through innovations such as scented formulas, dishwasher detergent has found it harder to differentiate and faces ...

## April 2016

### Cough, Cold, Flu and Allergy Remedies - US

"US sales of cough, cold, flu, and allergy remedies grew substantially in 2015 largely due to the Rx-to-OTC switch of Flonase, a nasal allergy medication. A moderately severe flu season, coupled with a relatively ineffective flu vaccine, contributed to growth in the market. Households with children are a strong opportunity ...

### Women's Haircare - UK

"The women's haircare category has struggled to grow in value in recent years, as savvy shopping behaviours see women buying branded products at discount retailers. In addition, women are washing and styling their hair less frequently, which may be driven by concern over damage. Interest in shampoos with different levels ...

### Disposable Baby Products - US

"After years of flat or declining sales, the disposable baby products market is bouncing back as birth rates and consumer confidence recover and parents allocate more spend to premium products."

### Self Diagnostics - US

"The self diagnostics market is made up of several diverse segments all aiming to give consumers insight into their health. For the two largest segments, blood pressure and blood glucose monitoring, testing is likely to be done out of necessity and can be covered by insurance, which impacts retail sales ...

### Gastrointestinal Remedies - UK

"Sales of gastrointestinal remedies have surged in recent years as consumers have become increasingly aware of their diet and digestive health. However, along with a growing awareness of health issues comes a greater desire to treat illness through dietary changes rather than reaching for medications, which is a challenge for ...

### Shampoo, Conditioner and Hairstyling Products - US

The shampoo, conditioner, and hairstyling market decelerated from the previous year, growing by 2.1%. The hairstyling segment has remained stagnant due to consumers' interest in more natural hairstyles. Innovation through new product forms that are addressing consumers' concerns and hair needs, the expansion of male offerings, and better delivery ...

### Toilet Cleaning, Bleaches and Disinfectants - UK

"The continued shift towards multipurpose cleaning products and low-cost bleach is affecting value sales in the toilet cleaning, bleaches and disinfectants category as consumers look to save money and space in the home. To combat this, branded bleaches and specialist toilet care brands must rethink how they can increase the ...

### OTC Analgesics and Cold and Flu Remedies - UK

"Overall, OTC analgesics and cold and flu remedies have enjoyed strong sales growth in recent years, bolstered by high levels of NPD and sustained investment in

## Household and Personal Care - International

advertising, as well as a less effective flu jab in winter 2014/15. However, media headlines over the marketing of some branded analgesics could ...

### March 2016

#### Feminine Hygiene and Sanitary Protection Products - US

Growth of the overall feminine care products market has been marginal in recent years, as it faces several challenges. Women are having fewer, lighter periods, contributing to declining usage of sanitary protection, specifically tampons. However, an aging population and increased interest in cleansing products bodes well for the adult incontinence ...

#### Feminine Hygiene and Sanitary Protection Products - UK

“The feminine hygiene and sanitary protection category has grown slowly and steadily in recent years, driven by the feminine hygiene and incontinence sectors. The category has seen a rise in recorded advertising expenditure, with recent campaigns focusing on empowerment as a theme, whilst NPD has also been increased, contributing to ...

#### Air Care - US

“After struggling in recent years, the air care market posted stronger gains in 2015 reflected in growth across all segments. Opportunities exist to engage adults by expanding claims beyond scent, focusing on natural or environmentally friendly options as well as health and wellness benefits. A focus on innovative formats may ...

#### Hard Surface Cleaning and Care Products - UK

“The hard surface cleaning and care market is in decline, a result of competitive pricing and consumers relying on fewer multipurpose products. In a particularly price-sensitive category brands can look to add value by demonstrating how their products can save consumers time and effort while maintaining crucial efficacy.”

#### Babies' and Children's Personal Care Products, Nappies and Wipes - UK

“The babies' and children's nappies and wipes market continues to see sales declines as parents switch to discounters for cheaper purchases. While branded innovation returns in 2015, the slowing birth rate means the market is not expected to return to growth. Babies' and children's personal care products have fared better ...

### February 2016

#### Major Household Appliances - US

“Bolstered by improvement in the overall economy, sales of most types of major appliances stabilized after the end of the recession in 2009 and then started to gain ground in 2013 with further improvement in the housing and home renovation markets. Opportunities to help to accelerate sales further exist in ...

#### OTC Pediatrics - US

Illness is prevalent among children, as 90% of children younger than 12 experienced some type of ailment in the past year. Their weaker immune system combined with opportunities for interaction and germ spreading makes them especially susceptible to illness. The OTC (over-the-counter) pediatrics market has continued to grow after a ...

## Household and Personal Care - International

### Drug Store Retailing - US

"The drug store market has expanded well beyond traditional drug stores to include other channels such as mass merchandisers, supermarkets, and warehouse clubs as well as mail order options that also fulfil consumers' drug store needs."

### Soap, Bath and Shower Products - UK

"The SBS (soap, bath and shower) market, once plagued by consumer reliance on price promotions and special offers, continues to fluctuate as consumers now trade down on daily essentials in order to treat themselves with more luxurious occasional-use items such as detox bath salts. In 2016 in-shower treatments present an ...

### Household Paper Products - US

"The mature household paper products market has experienced flat sales in recent years. Still, while consumers continue to take a value-driven approach to shopping for household paper products, they place importance on product quality and are interested in products that allow them to streamline and simplify tasks, as well as ...

### Soap, Bath and Shower Products - US

"When adjusted for inflation, total market sales in the soap, bath, and shower products market have remained relatively flat, though the inclusion of more premium benefits have helped boost sales of liquid body washes and bath products. Going forward, continued launches of products offering premium benefits, as well as product ...

### Household Paper Products - UK

"The increasing popularity of the discount retail sector, in particular the expansion of the German chains Lidl and Aldi, has negatively impacted value sales of household paper products in recent years by driving down household spend on the category. Whilst the essential nature of products in this market means that ...

### First Aid - UK

"The first aid category has shown a dip in value in 2015, driven by a decline in launch activity as well as reduced investment in recorded advertising spend. However with high interest in innovations in plasters/bandages, and current research showing the potential for smart bandages in the near future ...

## January 2016

### Household Care Packaging Trends - US

"In highly competitive, mature household care product categories, where sales increases must come at the expense of a competitor, packaging is as important as the product itself as a means of delivering value to consumers. Household care product packaging can do much more than just hold and dispense the product ...

### Managing Your Health - US

"Several factors are impacting healthcare, including an anticipated shortage of primary care physicians, resulting in an increased focus on managing one's own health, as well as growing reliance on retail health clinics and pharmacists. At a time when the US population is experiencing significant growth among the older population, a ...

## January 1970

### Oral Care - US

"The US oral care category has suffered from slow growth in recent years and grew only 2.2% in 2016. Near



## Household and Personal Care - International

universal penetration of everyday products such as toothbrushes, toothpaste, mouthwash, and floss leave little room for increased usage. Opportunities exist in key demographics such as Hispanics, households with children ...