

December 2015

Natural and Organic Personal Care Consumer - US

"Natural and organic personal care brands offer a variety of options that are largely appealing, though consumers express some confusion due to the prevalence of natural claims, limited regulations, and a less than clear category definition. However, consumers are concerned about green issues, and aspire to live a healthier lifestyle ...

Skincare Ingredient and Format Trends - US

US adults are looking for easy-to-use, functional formats when shopping for skincare products, explaining the popularity of wipes and sheet masks. Brands may also consider a focus on natural ingredients, with charcoal, micellar water, and aloe appealing to consumers. Further success can be achieved by incorporating trends from the Asian ...

November 2015

Personal Care Consumer - US

A mature personal care market benefits from widespread product usage of functional items such as oral care and deodorant, while younger women drive growth of discretionary items including facial skincare. Brands can benefit by focusing on gentle products or natural sounding ingredients, which appeal to consumers amidst concerns over ingredient ...

October 2015

Shaving and Hair Removal - US

"Current sales in the shaving and hair removal category remain sluggish, due to the competitive landscape and value-driven nature of the category. Sales are expected to level off with minimal gains through 2020."

Men's Personal Care - US

The men's personal care market has remained relatively flat, with the biggest gains seen in the skincare segment, which is now beginning to stabilize. Looking forward, strong haircare sales will be the biggest driver in the market due to product launches among popular men's brands as well as men's increasing ...

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 ...

June 2015

Body Care and Deodorant - US

The body care and deodorant market has experienced growth, benefiting from improved spray deodorant formats as well as strong therapeutic skincare sales. This \$5.9 billion category presents opportunities for brands to focus on beauty benefits in body care products, such as lotion that provides a shimmering effect, to reach ...

May 2015

Oral Care - US

"Sales within the oral care market remain steady, benefiting from widespread product usage. Opportunities exist in the \$7.2 billion category for brands to increase the frequency of product usage, especially through portable oral care products, and a focus on new product innovations within the floss/ accessories/tools segment. Additionally ...

Facial Skincare and Anti-Aging - US

Growth in the near-\$7 billion facial skincare and anti-aging category is slow, driven by the highly competitive category landscape and continued below-average usage among men and older adults. Also, as skincare staples like facial cleansers offer more comprehensive benefits, specialty skincare segments struggle to grow. While new product development ...

April 2015

Beauty and Personal Care - USA

Disposable Baby Products - US

"As long as birth and fertility rates remain flat, maximizing growth through 2019 may hinge on attracting consumers ready to invest more, on high-end products, which may include natural and customizable offerings. Opportunities for growth appear strongest with first time parents and Hispanics, whose attitudes reveal a level of interest ...

Shampoo, Conditioner and Hairstyling Products - US

"The shampoo, conditioner, and hairstyling product market is stable, posting steady gains of 2-3% on a yearly basis since 2011, with similar growth trends expected through 2019. Current hairstyle trends and consumer perceptions of having healthy hair are driving sales of conditioners, shampoo alternatives, and smoothing products. Looking forward, category ...

March 2015

Beauty Devices - US

"There is disparity in the beauty devices market, with sales of skincare devices gaining momentum, while growth in the hair appliance market is stagnant. The promise of professional results at home is helping to drive sales of skincare devices."

February 2015

Home Hair Color - US

"Sales of home hair color remain stagnant, as consumers are increasingly reliant on the salon for hair coloring services. Still, growth opportunities exist in the more than \$2 billion category, including hair color products that promote hair health and salon-quality results. Focusing on relatively untapped demographics, such as men and ...

The Drug Store Shopper - US

"Retail channel lines continue to blur with more outlets like mass merchandisers and supermarkets clamoring to become consumers' primary destinations for their drug store needs including OTC and prescription medications. Traditional drug stores can no longer afford to be just drug stores, and should continue evolving their positioning as health ...

OTC Sleep Aids - US

"Building market share may require more granular outreach to consumers and targeted marketing to address the different needs, interests and concerns of young, active, tech-savvy 18-35-year-olds; busy parents and aging baby boomers. Key opportunities may lie in areas such as promoting natural products, mobilizing the insights offered by wearable fitness ...

Soap, Bath and Shower Products - US

"The soap, bath and shower category continues to grow steadily as a fundamental element of personal hygiene. Opportunities do exist for makers and marketers of soap, bath and shower products to improve transparency and efficacy claims, focus on the differentiated needs of the multicultural consumer, and address efficiencies in product ...

Nail Color and Care - US

"After years of stellar gains, sales have slowed considerably in the nail color and care category, driven largely by the cyclical nature of beauty trends and the growing impact of the salon market. Still, opportunities



Beauty and Personal Care - USA

exist in the nearly \$2 billion category for brands and retailers to offer women ways ...

January 2015

Beauty Retailing - US

“For many consumers, buying beauty products can become somewhat of a mundane task. Shoppers in this category have a multitude of options to choose from including where they shop and what they buy, but still, many will frequent a few favorite places, and/or buy the same brands repeatedly. Retailers ...