

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

Skincare Ingredient and Format Trends - US

"The skincare market is highly saturated, and brands are challenged by consumer preferences for simplicity as well as a tendency to stick with the same products each time they make a purchase, limiting product trial. Brands will focus on unique offerings to capture the attention of consumers, with Korean skincare ...

November 2016

Sun Protection and Sunless Tanners - US

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

Beauty Devices - US

"Beauty device sales remain flat due to a struggling hair appliance segment reflecting long purchase cycles, price-driven consumers, and women delaying purchases until their existing item is broken or worn out. Skincare device sales have helped to buoy the overall market, benefiting from the relative newness of the category. Increasing ...

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

Marketing to Moms - US

"Moms today are having their first child later in life and are choosing to have smaller families. Increasing childcare costs and limited benefits for working moms (such as paid maternity leave), are leading more moms to consider staying at home. Ultimately, moms today are proud of their parenting decisions and ...

Fragrances - US

"Performance in the fragrances market has been lackluster due to the saturated nature of the category, increased competition from scented personal care items, and apathy among shoppers. Interest in natural claims can present opportunities for brands to better reach consumers, while custom or boutique fragrances may encourage increased consumer spend ...

August 2016

Color Cosmetics - US

"The \$10.8 billion color cosmetics category is anticipated to experience gains in 2016 despite an intensely competitive category landscape. Category growth is highly dependent on new product development as inspired by trends in fashion and beauty. Furthermore, the trend-driven nature of the market can cause sales to be somewhat ...

Black Haircare - US

"The Black haircare market is experiencing soft sales similar to mainstream haircare. Estimated 2016 expenditures by Black consumers on haircare products are about \$2.5 billion as Black consumers flock to brands that cater to their specific haircare needs. Despite soft sales, several brands are making inroads within the category ...

July 2016

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 ...

May 2016

Facial Skincare and Anti-Aging - US

"The highly competitive facial skincare and anti-aging category saw sales dip in 2015, as specialty skincare segments continue to struggle and the previously fast-growing lip balm segment also saw sales decline. However, cleansers and moisturizers show positive growth, and natural products, Asian skincare inspired products, and no-rinse cleansing products are ...

Teen and Tween Beauty and Personal Care Consumer - US

Teens represent an increasingly diverse and open-minded population, and as a result are seeking more relatable spokespeople in BPC (beauty and personal care) advertising and communication. Teens are also tech-savvy and engage with BPC products and trends online while ultimately making purchases in-store, stressing the need for a seamless omnichannel ...

April 2016

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 ...

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."

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 ...

The Beauty Consumer - US

"The beauty category showed positive growth from 2010-15 and is projected to see continued gains. Looking forward, key demographic groups include Millennials and Hispanics. Nurturing and expanding the Beauty Enthusiasts segment will also be important for product and market growth. Capitalizing on Enthusiasts' interest in experimentation, trends, free samples, and ...

February 2016

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 - 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 ...

January 2016

Beauty Retailing - US

"US retail sales of beauty products reached \$46.2 billion in 2015 and are slated to grow to \$51.8 billion by 2020, for a gain of 12%. This slow and steady growth will be fueled by a stronger economy, as well as by population gains among women (and men ...

Nail Color and Care - US

"Although growth in the nail care and color market has slowed since 2013, interest in gel polish manicures, nail treatments, and more natural nail care represent key opportunities. Effective outreach to Millennials, moms, and Hispanics via product offerings, digital technology, and targeted marketing can help revitalize the market."



Beauty and Personal Care - USA

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 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 ...