

### December 2011

#### Character Merchandising - US

Popular characters can be very effective at driving sales for a variety of products. For example, according to Nickelodeon, Dora the Explorer has generated more than \$11 billion in worldwide sales since 2002. The exceptional effectiveness of character merchandising—especially when related to advertising directed at children—has also led to a ...

#### Home Hair Color and Permanent Products - US

The U.S. home hair coloring and permanent products market received a big boost from the sagging economy, as a number of hair coloring users shifted from costly salon services to more accessibly-priced home hair coloring. Moreover, application innovations such as foam formulations, as well as spray and stick formats ...

### November 2011

#### Shaving and Hair Removal - US

Estimated at nearly \$2.1 billion in 2011, the FDMx shaving and hair removal market has been moderately impacted by the economic downturn, and is expected to post an inflation-adjusted gain of 1% from 2006-11. Because the market consists of products that people will always need or want to use ...

#### Baby Boomers Across Seven Categories - US

Companies must have a clear understanding of the Baby Boomer demographic in order to market products and serve their needs better. Mintel has compiled information from multiple Oxygen reports and Mintel Inspire to give you a holistic view of today's Baby Boomer consumer.

### October 2011

#### Men's Toiletries - US

#### Teens' and Tweens' Beauty Market - US

The teen and tween beauty market has always straddled the fence between attracting new users to the category with the hope of forming life-long habits, and providing age-appropriate products. Parents continue to battle the KGOY (kids growing older younger) phenomenon, but young girls are facing intense pressure from both the ...

#### Sun Protection and Sunless Tanners - US

The U.S. sun protection and sunless tanner market sold through food, drug, and mass stores (not including Walmart) continues to benefit from an increasingly educated and aware consumer public that seeks to avoid damaging UVA/UVB rays that cause melanoma and skin aging. While sunscreen and suntan lotions have ...

#### Fragrances - US

## Beauty and Personal Care - USA

Despite the fact that unemployment numbers are still high (9.1% as of September 2011) and household income is down in the U.S., interest in the men's grooming market is not waning. U.S. retail sales are estimated at \$2.4 billion in 2011, with deodorant/antiperspirants leading the ...

The recent declines in the U.S. fragrance market slowed significantly in 2010 and estimates point to 2011 posting the first market increases since before the recession. Led by growth in the men's fragrance sector, which surpassed sales of the women's sector for the first time in more than five ...

### August 2011

#### Black Haircare - US

The FDMx Black haircare market was not immune to the recession, posting an inflation-adjusted decline of 6% from 2006-10. Despite this cumulative decline, the \$185 million market appears to be on the road to recovery, expected to post its first real-term gain of 4% in 2011. The positive results are ...

### July 2011

#### Color Cosmetics - US

The color cosmetics category grew by 5.1% in 2010 and is forecast to increase another 5.9% in 2011. Growth has been driven largely by aggressive promotions, development of products that met key price points and the elimination of poorly performing lines. The food, drug and mass segment (not ...

#### Body Care - US

FDMx sales of body care products reached \$992 million in 2011 (est.)—an increase of only 5% since 2006 at current dollars and a decline when accounting for inflation. Poor economic conditions and lack of significant innovation in the marketplace are the culprits. The category is mature; the majority ...

### June 2011

#### Hair Appliances and Accessories: The Consumer - US

**Hair appliances:** Lack of new technologies and the poor economy have forced retailers and suppliers of electrical hair styling appliances to become more creative about how they develop products and go to market. In what is largely a replacement category, incremental sales are being driven by multi-use items, as well ...

#### Oral Care - US

Sales of oral care products declined slightly in 2008 and 2009 as millions of Americans sought to reduce household expenditures as a result of recessionary pressures. However, FDMx sales grew for the first time in three years in 2010 and now resemble levels observed before the recession.

#### Private Label Beauty - US

In this report, Mintel examines the niche market of private label color cosmetics as it relates to lip, eye and face makeup. While retailers had high hopes for this segment during the mid-2000s, shoppers' distrust of

unfamiliar names has caused it to decline considerably. Even the recession has not spurred ...

### May 2011

#### Haircare - US

After category sales declines in 2008 and 2009, the haircare category posted a 1.1% increase in sales in 2010 to reach \$6.4 billion. Although growth was modest, a number of products that shared the same features had significant sales gains. This strongly suggests a new era of opportunities ...

### April 2011

#### Beauty Retailing - US

The color cosmetics and facial skincare categories continued to grow through Q4 2010 despite the slow economic recovery, but these segments are not recession proof. Unemployment was still high and consumers remained careful about spending. The retailers that reported the strongest performances were the ones that combined savvy merchandising and ...

#### Facial Skincare - US

Sales of facial skincare products in the U.S. declined in 2008 and 2009, as millions of Americans took steps to mitigate the impact of the recession and minimize household expenditures. However, category sales increased in 2010 and there is reason to believe sales could rise again in 2011.

### March 2011

#### Soap, Bath and Shower Products - US

The U.S. market for soap, bath and shower products sold through food, drug, and mass merchandiser channels is driven by consumer demand for fragrance and moisturization in their shower products in 2011, as evidenced by the results of Mintel's exclusive consumer survey, in which respondents cite these attributes as ...

#### Disposable Baby Products - US

The market for diapers, training pants, cleaning products and wipes is highly saturated. However, there are opportunities for retailers, as well as manufacturers, of disposable baby products that focus their product development and marketing efforts keenly on the needs and preferences of consumers, especially mothers.

### February 2011

#### Anti-aging Skincare - US

The U.S. market for anti-aging skincare products sold through food, drug, and mass merchandisers (FDMx) experienced decelerating sales in 2010 as the economy forced many budget-conscious consumers to cut back on non-essential items as their spending power for such

#### Antiperspirants and Deodorants - US

The antiperspirant/deodorant market is very mature and highly competitive. While many companies have struggled to achieve growth in this environment, some firms have made significant gains with specific types of



## Beauty and Personal Care - USA

items shrank. Further deceleration and even losses were prevented by ...

products and a consumer-centric approach to product development and marketing.

### January 2011

#### Hand and Nail Care and Color - US

The U.S. market for hand and nail color and care products sold through food, drug, and mass stores is enjoying resurgence in DIY nail care, as the struggling economy favors more affordable home care products rather than a costly salon visit. As consumer confidence lags, unemployment rates stagnate and ...