

July 2010

Household Cleaning: The Market - US

This report examines the mature household cleaners market, which has seen sales slide at FDMx during 2004-09 and has been especially hard-hit by the broader downturn since 2007. It probes overall sales trends for the period 2004-09, including in-depth analysis of trends in five major segments. It projects sales growth ...

Lawn and Garden Products and Services - US

In this report, Mintel takes a look at the almost \$58 billion Lawn and Garden products and services market, which has seen a boom in fortunes over the last several years, as consumers have turned to gardening as a way to economize on produce – and as a relatively inexpensive ...

June 2010

Bicycles - UK

- In 2009, the value of the bicycle market grew by more than 4%, despite a 10% fall in the number of bicycles sold. With nearly all bicycles sold in the UK being imported, the weakness of the pound led to a sharp rise in prices.
- A shortage of stock last ...

Contraceptives - US

The U.S. market for OTC contraceptives sold through food, drug, mass and convenience stores has posted solid sales growth between 2004 and 2010, driven by a range of dynamic factors. These factors include the high number of consumers who wish to avoid pregnancy, specific demographics who are the most ...

Cosmetic Surgery - UK

- Between 2008 and 2010, the UK market for cosmetic surgery is estimated to have grown by 17% to reach an estimated worth of £2.3 billion. Non-surgical procedures are estimated to account for more than 90% of all procedures and for almost three quarters of revenues in 2010.
- Cosmetic surgery ...

Children's Obesity - UK

- There are real indications that the upward trend in overweight and obesity rates among children has halted and even started to decline. NHS data show lower rates from 2005, and projections for future obesity levels – particularly for teenagers – have been lowered significantly as a result.
- In January 2008 ...

Student Lifestyles - UK

This report takes the general theme of 'Students as Consumers' and asks the question:

Men's Grooming - UK

- Despite growing interest in personal appearance amongst men and a greater acceptability of using products such as skincare, over the last three years the UK's £484 million men's grooming market has grown only marginally, by just 3%.
- Men are reluctant to experiment with their appearance. Just one in ten often ...

Family Purchases: Kids as Influencers - US

Exercise Trends - US

Household and Personal Care - International

Kids and teens often influence what their parents purchase on their behalf and play a key role in determining what type of foods and entertainment will be purchased for the family household. At the same time, the FTC and other agencies are regulating advertising directed at kids more closely than ...

The majority of Americans are not getting enough exercise, and that means there are numerous opportunities for companies in the exercise category to help motivate them. Some of the topics covered in this report include:

DIY: Home Improvement - US

The prospect of a slow, drawn out economic recovery without robust job growth or a quick rise in home prices doesn't bode well for a rapid rebound in the broader home improvement industry, which has already suffered three consecutive years of decline. But the longer the economy stays out of ...

Household Cleaning Products: The Consumer - US

This report analyzes exclusive, up-to-date consumer research to examine usage, attitudes and purchasing behavior relative to household cleaners including wipes, surface sprays, all-purpose cleaners and a range of more specialized cleaning products. It includes trended data to show how consumer behavior has been evolving, especially in the wake of the ...

May 2010

Private Label Soap, Bath and Shower Products - US

In this report, Mintel takes a closer look at the world of private label as it relates to soap, bath, and shower products. While the poor economy and prolonged recession has spurred consumer interest in lower-priced household items, there are surprises in even the personal care category, as private label ...

Cough and Throat Remedies - US

The US cough and throat remedy market is driven by a range of factors, including the seasonal severity of colds and flu; population growth among children, seniors, and women, particularly those with young children (who are all more susceptible to contracting colds and flu); and the recession, which has further ...

Impact of The Recession on Consumers' Leisure Habits - UK

This report examines the impact of the recession on consumer spending habits across a wide range of leisure sectors, looking at the background macro-economic factors, key sector trends, where cutbacks have occurred, attitudes towards leisure spending in the current economic climate and likely future prospects.

Analgesics - UK

- Growth in consumer expenditure on over-the-counter (OTC) analgesics has slowed in the last two years. Recession is not the sole explanation. The proportion of adults using analgesics has declined and cheaper own-label products have put price pressure on branded products.
- Positive news for analgesics is that they remain an essential ...

Sports Goods Retailing - UK

- Despite the recession, and against a background of aggressive discounting, the sports goods retail market's value has remained above 2006 levels, at an estimated £5,646 million in 2010 (compared with £5,600 in 2006). It is expected to resume 4-6% annual growth from 2011.

Diet Trends - US

The recession has thrown the weight loss category into flux, causing consumers to change their behaviors and seek out alternatives to accomplish their weight loss goals. Understanding these new dynamics is essential for success. This report explores a number of factors that are shaping consumers' attitudes, including:

Household and Personal Care - International

- Parents of under-15s are 50 ...

Sanitary Protection and Feminine Supplies - US

As a foundation, products for sanitary protection and feminine hygiene need to be effective, so advances in technology play a key role in the success of a product. In the past few years, advancements in the effectiveness of tampons and pads have given manufacturers the ammunition they need to embark ...

Green Marketing - US

Despite increased awareness and interest in green living and climate change, the job of the green marketer has not been made easier. Corporate ethics is now a major field of study and an important focus area for many companies. This increased level of competition makes acquiring the consumer's attention ...

Haircare: Shampoo, Conditioner and Hair Styling Products - US

Haircare sales have suffered in the last two years, not only from a weak economy, but also from a relative lack of major new product breakthroughs to rekindle interest and engagement in the category. Still, marketers continue to fight for market share through a variety of means including line extensions ...

April 2010

Gastrointestinal Remedies: Digestive and Immunity Health - US

The market for over the counter (OTC) gastrointestinal (GI) remedies performed strongly in 2009, driven by the shift of prescription brands to OTC availability. However, most brands are losing ground to private label competition, and there is question as to whether new launches will truly result in incremental sales. A ...

Leisure Centres and Swimming Pools - UK

Food Storage - US

This report takes a detailed look at the evolving food storage industry, which has grown modestly since 2004. In the most recent year, manufacturers have been faced with potentially game-changing challenges from all directions, ranging from consumer concerns over chemicals in plastics, to an entrenched recession that is affecting consumer ...

Outdoor Barbecues - US

The outdoor barbecue market saw shipment values fall for the second consecutive year in 2009. Nevertheless, an increase in at-home cooking and on-going interest in outdoor living have all buffered the market from posting even steeper losses. Grilling enthusiasts; younger, multi-ethnic buyers; families and dads all stand out as consumer ...

Food Provenance - UK

This report reveals that while no single food issue chimes with the whole of Britain, animal welfare has become the most widely shared concern. British and local origin of food rank close behind, broadly on a par with purity of food, but well ahead of considerations like organic and carbon ...

Laundry Accessories - UK



Household and Personal Care - International

- A boom in secondary spending on items such as food, drink and merchandise as a result of the government's free swimming initiative has been helping to keep the leisure centres and swimming pools market buoyant, with revenues up 14% in the past five years and admissions 10% higher.
- Energy efficiency ...

Attitudes Toward Fiber and Digestive Health - US

A number of factors suggest that products with added fiber or digestive claims should be well received by the American public. Mintel's review of the category, however, shows that only a handful of products were introduced in 2009, and few of them matched well with consumers' desires.

- Achieving estimated value sales of £257 million in 2010, the market for laundry accessories is shaped by the availability of outdoor space, impacting directly on the number and type of laundry accessories people own.
- The purchase of laundry accessories, such as washing lines and ironing boards, tends to be planned ...

Health Food Retailing - UK

This report concentrates on products traditionally sold through health food stores. Functional foods, ie those with added ingredients that are of benefit to health (eg cholesterol-reducing margarine), are not strictly health foods but are discussed throughout the report as an associated category.