

March 2013

Hispanic Consumers' Diet and Wellness - US

“The Hispanic population has the second highest rate of being overweight or obese in the U.S., falling second to African-Americans. This is leading to health conditions like diabetes and hypertension, which are causing more Hispanics to search out foods and health services that can help manage illness. Hispanics are ...

Black Consumers' Diet and Wellness - US

“Black consumers exhibit the highest incidence of obesity and related diseases, but they are doing little to address it. Cultural as well as economic elements play a big role in unhealthy dietary habits and sedentary lifestyle. Creating awareness about the link between diet and food is the key to restoring ...

Soap, Bath and Shower Products - UK

“Changing habits have shown a decrease in the frequency of bathing and an increase in the frequency of showering, translating to a growth in the shower market. This is driven by time constraints and increased water bills but also an ageing population with mobility issues. Extending the shower category to ...

February 2013

Marketing to Hispanic Moms - US

“From figuring out how to provide nutritional meals on a budget or determining what is ‘nutritional,’ Latina moms want additional information from the media. Whether it is editorial content or branded advertising, brand messages are not influencing Hispanic moms’ purchasing decisions. This begs the question: Do brands understand how ...

Natural and Organic Toiletries - UK

“Although consumers are keen to make the right choices when it comes to their own health and the wellbeing of

Beauty and Personal Care - International

Soap, Bath and Shower Products - US

“The soap, bath, and shower market can expect to see growth in the next few years due to near universal consumer usage of these products for hygiene maintenance along with a lack of competitive alternatives. However, this market does have some issues it will need to address: private label offerings ...

Marketing to the Green Consumer - US

– **Fiona O'Donnell, Senior Lifestyles & Leisure Analyst**

Beauty Devices - US

“The beauty devices industry has strong growth potential as consumers are motivated by getting professional results at home. However, the industry will face challenges in creating increased interest in and awareness of skincare devices as well as increased usage occasions for haircare appliances. Expanding the mass market skincare device segment ...

Millennials' Leisure Trends - US

“Compared with older generations, more Millennials want to spend leisure time connected to the internet, and can as such be dubbed the ‘online generation.’ However, marketers can make more inroads among these young adults by making them more comfortable in offline social situations as well as giving them opportunities ...

Christmas Shopping Habits - UK

“Christmas 2012 could have been a lot worse, but consumer confidence picked up through the year and that was enough for consumers to spend more this year

Beauty and Personal Care - International

the planet, they find the natural and organic toiletries market difficult terrain to negotiate, causing many to revert to making their product choices based on the tried and tested values ...

than last, in spite of a very demanding comparative from 2011. With a modest recovery in the economy in 2013 and continuing improvement ...

Deodorants and Antiperspirants - US

“The deodorant/antiperspirant market can expect to see growth in the coming years due to near universal consumer usage of these products along with a lack of competitive alternatives. However, the market faces some challenges; the women’s segment has experienced a decline for the first time in years, consumers continue ...

Anti-aging Skincare - US

“New product launches and innovations are certainly important in growing the anti-aging skincare category, but the industry will experience ongoing pressure to stand out in an increasingly competitive and saturated marketplace.”

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

“With the baby boom set to continue in the year ahead, and the average age of parents rising, this comes as good news to the category suggesting the market will continue to grow. A growingly multicultural environment offers opportunities to bring foreign influences into product innovations.”

January 2013

Beauty Retailing - France

Beauty Retailing Europe provides detailed coverage of the beauty retail sectors in six Western European markets: the UK, France, Germany, Italy, Spain and the Netherlands. The data in its entirety is contained in the single copy six-country report, which gives a full overview of beauty retailing in these markets. Single ...

Beauty Retailing - Germany

Beauty Retailing Europe provides detailed coverage of the beauty retail sectors in six Western European markets: the UK, France, Germany, Italy, Spain and the Netherlands. The data in its entirety is contained in the single copy six-country report, which gives a full overview of beauty retailing in these markets. Single ...

Beauty Retailing - Italy

Beauty Retailing Europe provides detailed coverage of the beauty retail sectors in six Western European markets: the UK, France, Germany, Italy, Spain and the Netherlands. The data in its entirety is contained in the single copy six-country report, which gives a full overview of beauty retailing in these markets. Single ...

Beauty Retailing - Spain

Beauty Retailing Europe provides detailed coverage of the beauty retail sectors in six Western European markets: the UK, France, Germany, Italy, Spain and the Netherlands. The data in its entirety is contained in the single copy six-country report, which gives a full overview of beauty retailing in these markets. Single ...

Beauty Retailing - Europe

The Drug Store Shopper - US

Beauty and Personal Care - International

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“Sales of drug stores are likely to grow over the next few years, largely as a result of the aging population and the rising cost of healthcare. However, drug stores are not immune to challenges such as the impact of competition from other channels, both online and brick-and-mortar. Many drug ...

Beauty Retailing - UK

“As affordable quick fix beauty treatments have become more established in the UK, we’ve seen greater spontaneity from consumers, a shift in channels to market and an opening up of the mass market.”

Deodorants and Bodysprays - UK

“Growth in the market in the last two years has been driven by competitive pricing, product innovations and creative marketing campaigns. With an ageing population, ensuring products and advertising are tailored to this demographic will be essential to ensure further growth.”

– **Roshida Khanom, Beauty and Personal Care Analyst**

Baby Boomers' Leisure Trends - US

“Because the baby boom generation comprises nearly 76 million individuals born across a span of nearly two decades, the leisure habits and preferences within this group vary tremendously based not only on age, but also life stage, family responsibilities, and finances, to name just a few.”

Nail Color and Care - US

“The nail color and care category has experienced strong growth since 2007, with growth forecast through 2017. However, the industry will face challenges as the category becomes more competitive and saturated. New products are critical to category growth, but reaching out to growing segments like multiculturals and older women will ...