

September 2018

Beauty Retailing - US

"The US beauty industry is expected to garner sales in the range of \$57 billion this year. Common themes and trends across the industry include inclusivity to address America's diversification, clean beauty (products sans suspected toxic ingredients), simplification of beauty routines, the integration of physical and digital channels, personalization in ...

Black Haircare - US

"The Black haircare market has adjusted to the new natural hair normal. Product innovation, expanded retail distribution, and brand messaging recognize that the future of the Black haircare market is dependent on chemical-free consumers. While natural hair is the norm, Black consumers have different attitudes, beauty standards, and motivations behind ...

Salon Services - US

"While routine maintenance is a top reason for seeking salon services, resulting in many being loyal to the same destinations and professionals, other reasons for receiving services exist. The desire to pamper or seek services for social activities could motivate some consumers to consider alternative destinations, such as at-home treatments ...

August 2018

Bodycare and Deodorant - US

"The body care and deodorant industry continues to see slow yet steady sales growth in 2018, with future trends projected to remain comparable. Deodorant brands that focus on scent, natural ingredients, and practical claims such as staining or white marks will continue to see success. Body care brands that pique ...

July 2018

Medicated Skincare - US

"The medicated skincare market grew by 0.4% in 2017 and will reach an estimated \$1.1 billion in 2018; an

Shaving and Hair Removal Products - US

"The highly saturated shaving and hair removal products market is estimated to reach \$3.5 billion in total 2018 retail sales, declining by 3.9% from 2017. Although usage of razors is nearly universal, the value-driven nature of the category, shifting expectations of shaving and hair removal, and increased competition ...

Fragrances - US

"After several years of lackluster sales performance, the US fragrance market continues to see sales slip. Cross-category competition and disengagement among key demographics have hindered category growth. In spite of category challenges, there are pockets of growth in e-commerce fragrance brands, customized fragrance, and aromatherapy."

Consumers and the Economic Outlook - US



Beauty and Personal Care - USA

increase of just \$14 million. Through 2023, Mintel estimates that the market will add between 1% and 3% per annum. Better prevention, oral medications, and non-medicated products will continue ...

"Consumers remain confident in their financial health and anticipate little change in the coming year, resulting in stable patterns of financial opinions and behaviors. Consumers hope to save for the future while also maintaining spending levels that accommodate their current lifestyle. This Report looks at the role credit score plays ...

Color Cosmetics - US

"Despite a slowdown, color cosmetics continues to post growth, with facial cosmetics still commanding the highest consumer spend. The popularity of the no-makeup look continues to be on-trend, with consumers seeking skincare-based formulas to boost radiance. Lastly, Black women are a key market, as the inclusivity movement encourages product trial ...