

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 ...