

### December 2014

#### Small Kitchen Appliances - US

“Small kitchen appliances must, first and foremost, make food and beverage preparation faster and easier. However, once this core task is met, a host of other motivations and qualities may drive and shape SKA purchasing. How, where, and why different consumers ultimately select a given SKA is also shaped by ...

#### Beauty & Personal Care Vending - UK

“The BPC vending market is well placed to benefit from emerging key trends in the BPC markets such as customisation and digital testing. The rise of beauty apps has seen consumer awareness of new technologies increase and the BPC vending market has an opportunity to convert experimentation into purchasing.”

#### Preparing for Guests - UK

“Home entertaining has a big influence on the usage of household care products. Making the home smell fresh is one of the most important elements of preparing the home for guests, and so the development of more premium fragrances in a whole host of household care products, including toilet cleaners ...

### November 2014

#### Household Surface Cleaners - US

“While consumers are as time-pressed as ever, housecleaning remains a priority, a task that can provide a sense of accomplishment or play an important role in protecting a family’s health. Opportunities exist for surface cleaners that help consumers clean their homes efficiently and safely.”

– John Owen, Senior Household ...

#### Beauty and Personal Care Packaging Trends - UK

#### Medicated Skincare - US

“Medicated skincare product sales are expected to grow steadily in the coming years. Market players can accelerate growth by delivering new product benefits, expanding into new categories, addressing the needs of consumers with chronic skin conditions, and increasing their engagement of Hispanic and Asian consumers.”

– Gabriela Elani, Home ...

#### First Aid - US

“While the first aid market experiences steady sales, growth is limited because consumers tend to use products only when they have an injury. There are opportunities to increase ownership among growing population groups, which could help to boost sales in the coming years.”

– Emily Krol, Health and Wellness ...

#### Professional Cosmetic Services - US

“While growth in the professional market appears to be steady, declining interest in services among an aging population could be problematic. Nonetheless, concerns about looking older are pervasive and suggest opportunities for personal care products that bridge the gap between the retail and professional markets.”

#### Hard Surface Cleaners - UK

“The convenience culture has had a big impact on the market for hard surface cleaners, with an increasing emphasis being placed on easier to use and time-saving products, as well as more convenient packaging. With an ageing population and increasing time pressures in people’s lives, convenient formats will continue to ...

#### Water Filtration - US

## Household and Personal Care - International

“First-and-foremost, packaging needs to be practical, however, the in-home longevity offered from the BPC (Beauty and Personal Care) category adds greater potential for companies to focus on the aesthetics of their products in order to add value; raising their profile with impressionable young Millennials in particular. Further opportunities exist in ...

### Suncare - UK

“The suncare category is largely dependent on the weather, and with a wet summer in 2014, the category is predicted to decline in value by 8%. This offers opportunities for brands to advertise in the winter or position products outside the summer season. Innovations in multi-functional products, as well as ...

“Water filtration market sales are struggling, with further declines expected in the coming years. Companies will need to address the issue of filter replacement, convince consumers that these products are essential, and better engage Asian, Hispanic, and Black consumers to reinvigorate the category.”

– **Gabriela Elani, Home & Personal ...**

### Sun Protection and Sunless Tanners - US

“Suncare brands are challenged to overcome the seasonal usage habits and price-driven mentality of category shoppers. Nonetheless, consumers are demanding convenience, performance, and natural ingredients from their sun protection products, creating opportunities for brands to increase usage and boost sales.”

– **Shannon Romanowski, Senior Beauty and Personal Care Analyst**

## October 2014

### Consumers and the Economic Outlook: Quarterly Update - UK

“The revival in confidence has stalled. Although the economy is picking up speed, the population as a whole isn't feeling the benefit of the recovery. People are as likely to say that they feel worse off than they did a year ago as they are to say that their finances ...

### Cleaning Habits of Young Adults - UK

“With independence, in terms of moving away from the parental home, comes greater responsibility for household cleaning matters, so this is an important time for household care brands to engage with young adults through communications about the latest time-saving cleaning products or equipment, as well as advice and ideas on ...

### Personal Care Consumer - US

“Personal care consumers are becoming more informed and skeptical, and are demanding transparency,

### Ranges, Ovens, Cooktops and Microwaves - US

“While external economic factors are lifting the category as a whole, manufacturers and retailers can gain competitive advantage by catering to a wide variety of lifestyle needs. For many, especially aging Boomers, healthy, fresh eating is an increasingly compelling concern. Younger adults, on the other hand, may see a new ...

### Men's Toiletries - UK

“Post-recession, the male toiletries consumer remains intent on saving money on day-to-day purchases, and fashion trends continue to stunt certain markets such as shaving and hair removal. As a result the market has plateaued, however a number of opportunity areas exist for brands such as catering to a tween audience ...

### Men's Personal Care - US

“The men's personal care category is expected to grow steadily due to men's continued reliance on personal



## Household and Personal Care - International

simplicity, and efficacy when shopping for and using personal care products.”

– **Shannon Romanowski, Senior Beauty and Personal Care Analyst**

care staples, such as APDO and shaving products, which have traditionally been segmented by gender. Companies can accelerate market growth by encouraging men to trade up to male-specific products that offer them new ...