

## March 2017

### Disposable Baby Products - US

"Sales growth of disposable baby products has reached a five-year high in 2016, driven by training pants, natural brands, and private label. Future sales are projected to grow annually as parents continue to value the safety and gentleness of these products, brand name, product efficacy, and value."

- Jana Vyleta, Home ...

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

"Consumer sentiment has remained strong, reflecting growing real wages, low unemployment and, as yet, the absence of any major economic upheaval post-EU vote. When it comes to the impact of the vote, people are relatively positive about the big-picture issues such as the UK's economic growth, and most feel ...

### Women's Haircare - UK

"The women's haircare sector has struggled to show growth in recent years as savvy shopping behaviours continue to take their toll, with the category showing value growth of just 0.3% in 2016. The value of the prestige sector has shown a particular rise, keeping the category afloat, suggesting a ...

## February 2017

### Food Storage and Trash Bags - US

"Food storage and trash bag products experienced flat sales in 2016, benefiting from consumers' reliance on food storage products and trash bags for household food prep and food disposal needs. However, due to the highly functional nature of the category, brands are challenged with boosting incremental sales. Going forward, promoting ...

### Household Paper Products - UK

"Purchasing household paper products tends to be a habitual process, meaning that brands need to work to

## Household and Personal Care - International

### OTC Sleep Aids - US

"The majority of adults struggle with sleep. The inability to get a good night's sleep paired with the spotlight placed on the importance of sleep have helped strengthen OTC sleep aid market growth and should continue to boost sales as consumers face many sources of sleeplessness. However, persistent consumer concerns ...

### Air Care - US

"The air care market experienced a slight sales decline in 2016, reflective of flat market penetration, increasing competition, and a functional approach to the category. However, interest in air purifying and aromatherapy benefits may encourage increased consumer spend. Adults may also be drawn to retailers with enhanced shopping experiences, including ...

### Nutrition, Health, Vitamins & Supplements - All Regions

Mintel's Annual Overviews take a look back at 2016 and provide a detailed overview of the key issues faced by key categories through the year. Including; a full market overview, an in-depth review of the big stories from the year as well as our forecast for the future of these ...

### Soap, Bath and Shower Products - UK

"The soap, bath and shower market continues to be hindered by decreasing product usage, with competitive pricing strategies having a greater influence than new product innovations. There are, however, opportunities in the market to encourage trading up, such as focusing on lifestyle trends to promote the emotional and functional benefits ...

### First Aid - US

The first aid category is experiencing flat sales in 2016 due to declines in foot care and an overall value-driven

## Household and Personal Care - International

break habits in order to increase sales. There are consumer concerns about the environment in this category, suggesting that there may be scope to increase interest in recycled or alternative fibres. However, brands ...

mindset among consumers. Future growth is projected to be modest as consumers continue to seek out products that provide value, durability, and functionality, and a shopping experience that is transactional ...

### Major Household Appliances - US

"Innovation in the category and a healthy housing market has led to continued sales momentum in major household appliances. Mid-range brands have the highest current ownership among respondents, while higher-end brands have elevated ownership among young adults and higher earners. Replacement is the leading driver for appliance purchases, but appliances ...

### Men's and Women's Beauty and Grooming Routines - UK

"Appearance is so crucial to confidence that today's adults aim to conduct the vast majority of their beauty and grooming tasks before facing the day ahead. However, busy lifestyles are taking their toll, which could spell trouble for products that require a greater level of time commitment. Harnessing the potential ...

## January 2017

### Household Care Packaging Trends - US

"Packaging and design continue to become more important in mature and highly functional household care product categories. Packaging serves as a way to stand out among competitors as well as communicate product value and information. Packaging is also a key component in shaping a consumer's shopping and user experience, which ...

### Beauty Retailing - UK

"The beauty retail market is experiencing slowing growth as consumers are spending less, notably on basic products within the personal care segment. Stores remain vital to the beauty purchase process; and by investing in new services and technology, retailers are able to add value to their offering that cannot be ...

### Managing Your Health - US

"The US continues to experience significant growth among the older population, along with an increasing life expectancy, growing the demand for products and services to assist health-engaged consumers. In order to help consumers overcome barriers to living a healthy lifestyle, it will be essential to tap into their emotional motivators ...

### Smoking Cessation and E-cigarettes - UK

"After two years of disappointing sales performance, the smoking cessation sector has seen a rise in value in 2016 driven by NPD and a rise in advertising investment. In terms of E-cigarettes, overall usage remains the same despite a decline in usage as a smoking cessation method, suggesting reduced penetration ...