

December 2012

Suntan Products - UK

“Suncare occupies a strategic position between beauty and healthcare. At one level it competes with skincare, facial and body; on another level it has a therapeutic orientation in the prevention of sun burn and skin cancer. The challenge is to harness key consumer behaviours to make staying safe in the ...

November 2012

Health and Fitness Clubs - UK

“Health and fitness club brands are also obvious candidates to stand out within the crowded health and fitness apps market.”

Dieting Trends - UK

“Despite rising levels of obesity and the large swathes of the population who are trying to lose weight, the diet and weight control food market is stagnating. Although the overriding perception that ‘light’ products are overpriced is undoubtedly limiting their appeal, consumers’ scepticism over their healthiness is also a major ...

Gastrointestinal Remedies - UK

“The outlook for the gastrointestinals market is lacklustre with value sales struggling to gain momentum hampered by low and declining usage, lack of targeted product development and own label activity. However, there are stimuli that could positively shape the market but brands need to radically review the orientation of launch ...

September 2012

Vitamins and Supplements - UK

“When it comes to health and wellness today’s information-driven consumers seek advice from a number of quarters but it is recommendation that carries the highest weight influencing purchase of vitamins and supplements amongst six in ten users. With personal recommendations, or those from experts, being the biggest driver for buying ...

Meat-free and Free-from Foods - UK

“The sizeable group of health-conscious consumers are ripe for targeting through vegetarian/meat-free foods and meat substitutes, possibly along the lines of ‘stealth health’, encouraging families to swap a meat-based meal for one that is vegetarian and therefore better for them.”

August 2012

Children's OTC and Healthcare Products - UK

Sports and Energy Drinks - UK

“Adopting a more holistic approach could give a good boost to the Children’s OTC market. Providing parents with skills to offer their baby relief from symptoms of minor ailments such as colic, teething, and constipation will be key to expanding the children’s OTC market. Independent healthcare companies could take a ...

“With around three in ten consumers sceptical that sports and energy drinks ‘do what they claim’ the market should take inspiration from the cosmetics industry in terms of proving the science behind the functional claims, helping to justify the category’s position as a more expensive product and alleviate any concerns ...

July 2012

Sexual Health - UK

“Overall the sexual health picture is not as positive as might have been predicted a year ago. Perhaps for greatest overall effect messages have to be delivered at the point of sale, to emphasise the importance of consistent use of condoms. To reach non-regular users, maybe brands could consider taking ...

June 2012

OTC Painkillers and Cold and Flu Remedies - UK

“Big OTC brands in the UK are working in stressed market conditions, as cash-strapped savvy consumers buy lower-priced alternatives based on key ingredients. Brands are already making significant strides to introduce innovative products, but they face tough times ahead as the economic background continues to put pressure on household budgets ...

May 2012

Sanitary Protection and Feminine Supplies - UK

“The market for sanitary products is an essential item among women, and yet it has struggled to deliver on growth, because unlike other personal care items, this is a category which offers little in the way of indulgence and luxury, with consumers instead focused solely on performance.”

April 2012

Nappies and Baby Wipes - UK

“Around 31% of parents use baby wipes for general cleaning. To encourage usage of cleaning-specific wipes, brands (eg Kandoo) could be extended and positioned as ‘toy wipes’, which are ideal for cleaning babies’ and children’s plastic toys, to kill germs but be safe for babies. The wipes could also be ...

March 2012

Babies' & Children's Personal Care Products - UK

“Children’s wipes (targeted at 3-9-year-olds) are worth only 5% of the total wipes market. Parents are finding more reasons to use wipes on older children, such as on-the-go clean-ups after playtime and eating, and frequency of use is growing the fastest amongst these groups. Manufacturers could introducing a range positioned ...

Consumers and The Economic Outlook - Quarterly Update - UK

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers' assessment of how well they manage their money. Free to Mintel Oxygen subscribers, the report is the third in an ongoing series of quarterly updates ...

January 2012

Oral Healthcare - UK

“As consumers take extra care in keeping their teeth in tip-top condition to avoid the financial sting of dental treatments, this is helping to support oral care sales. Marketing messages which focus on ‘prevention rather than cure’, encouraging consumers to invest in their oral health to minimise the chance of ...

Beauty Retailing - UK

“Gaining a competitive edge through the wealth of customer data derived from a loyalty scheme is easier said than done. Moreover retailers must then deliver relevant and useful incentives to shoppers if they are to succeed in generating those all-important repeat purchases. Getting it right procures good value from the ...