

December 2013

Shopping for Beauty Products - US

“For most consumers, beauty products shopping is fairly routine. Most buy beauty products to replace items that they use regularly and choose mass merchandisers and drug stores to do their shopping. While they are loyal to retailers and products, there is somewhat of an interest to try new products. Retailers ...

Natural and Organic Personal Care Consumer - US

“Consumers are expressing some skepticism and apathy toward the natural and organic personal care category. However, this represents an opportunity for brands to be more transparent, show shoppers the long-term value of going green, address consumers based on their current lifestage needs, and be creative with retailing.”

November 2013

Home Hair Color - US

“Functional benefits such as covering grays and long-lasting results are essential, but have also become expected in the hair coloring category. Shoppers are seeking more customized solutions for their hair coloring needs—through products developed specifically for their age, ethnicity, lifestage, or hair type.”

Sun Protection and Sunless Tanners - US

“The sun protection and sunless tanners category is starting to show signs of struggle. There are some specific challenges that need to be addressed. Companies need to better engage with men to educate them around sun protection and grow their usage. Determining ways to increase regular sunscreen usage is also ...

October 2013

Men's Personal Care - US

“The men’s personal care category is expected to grow steadily into 2018. However, there are some challenges. Companies need to look for ways to better engage with older men, determine how male-specific skincare and haircare products can better compete with general market products, and improve the current shopping experience.”

Shaving and Hair Removal Products - US

“Consumers are price driven when shopping the shaving category, but they also demand performance and simplicity. Products that deliver improved functionality and convenience while utilizing technology to encourage increased usage could help drive category growth.”

September 2013

Fragrances - US

“The fragrance category is highly competitive, with fine fragrances often being viewed as occasional use items. However, innovations that add functionality combined with creative retailing and packaging opportunities could lead to increased usage, helping to propel future category growth.”

August 2013

Black Haircare - US

“Image is everything to Black consumers and they are keenly aware that hair plays a key role in how people view them. In the Black community, there are sensitivities revolving around hair. Today, Blacks are learning to embrace and love their hair. It is likely that natural hairstyles are here ...

Teen and Tween Beauty and Personal Care Consumer - US

“Capturing the attention of the multitasking and often distracted teen and tween audience creates challenges for marketers. Ultimately, capitalizing on teens’ and tweens’ proclivity for sharing information while ‘influencing the influencer’ will be a winning strategy for beauty and personal care brands.”

July 2013

Color Cosmetics - US

“Sustaining stronger rates of growth in the color cosmetics category will rely on new product innovation as well as the utilization of technology and expanded education efforts to help women better navigate this sometimes overwhelming category.”

June 2013

Body Care - US

“While the body care category has been struggling, shifting consumer’s focus from price and promotional incentives to improved functionality and value-added benefits should help put the category on a growth track.”

May 2013

Feminine Hygiene and Sanitary Protection Products - US

“The feminine hygiene and sanitary protection products market is up against several challenges, including private label brands and other new product innovations. Brands that continue to innovate and offer line extensions, as well as build a relationship with users, will be most successful.”

Facial Skincare - US

“The sheer number of facial skincare products, claims, and benefits can create confusion for consumers when shopping the category, potentially deterring them from trying new products. Innovative retailing and marketing strategies to help consumers better navigate this overwhelming category may offer a fresh approach to facial skincare.”

Oral Care - US

“The oral care market can expect to see growth in the coming years due to consumers’ regular usage of these products along with a lack of competitive alternatives.

However, this market does have some issues it will need to address. In some segments, private label offerings are slowly starting to ...

April 2013

Disposable Baby Products - US

“While disposable baby products enjoy high household penetration and purchase incidence among those households with babies and toddlers, the market has experienced stagnant sales in the past five years. Private label offerings are grabbing market share and sales; challenging economic circumstances and falling birth rates are decreasing product demand; and ...

Shampoo, Conditioners and Styling Products - US

“The haircare category is highly saturated and competitive, creating challenges for manufacturers and retailers to encourage increased consumer spending in the category. However, continued improvements in product functionality combined with the emergence of new segments such as anti-aging have the potential to drive future category growth.”

March 2013

Soap, Bath and Shower Products - US

“The soap, bath, and shower market can expect to see growth in the next few years due to near universal consumer usage of these products for hygiene maintenance along with a lack of competitive alternatives. However, this market does have some issues it will need to address: private label offerings ...

Beauty Devices - US

“The beauty devices industry has strong growth potential as consumers are motivated by getting professional results at home. However, the industry will face challenges in creating increased interest in and awareness of skincare devices as well as increased usage occasions for haircare appliances. Expanding the mass market skincare device segment ...

February 2013

Deodorants and Antiperspirants - US

“The deodorant/antiperspirant market can expect to see growth in the coming years due to near universal consumer usage of these products along with a lack of competitive alternatives. However, the market faces some challenges: the women’s segment has experienced a decline for the first time in years, consumers continue ...

Anti-aging Skincare - US

“New product launches and innovations are certainly important in growing the anti-aging skincare category, but the industry will experience ongoing pressure to stand out in an increasingly competitive and saturated marketplace.”

January 2013

The Drug Store Shopper - US

Nail Color and Care - US



Beauty and Personal Care - USA

“Sales of drug stores are likely to grow over the next few years, largely as a result of the aging population and the rising cost of healthcare. However, drug stores are not immune to challenges such as the impact of competition from other channels, both online and brick-and-mortar. Many drug ...

“The nail color and care category has experienced strong growth since 2007, with growth forecast through 2017. However, the industry will face challenges as the category becomes more competitive and saturated. New products are critical to category growth, but reaching out to growing segments like multiculturals and older women will ...