

## March 2018

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

“People are still wary about the potential impact of Brexit – particularly when it comes to the cost of living. But people seem able to separate these macro-economic concerns from their own personal financial situation. Unemployment remains at record lows, and while average wages are still increasingly more slowly than ...

## February 2018

### Children's Healthcare - UK

“The children’s OTC healthcare market has benefited somewhat in recent years from the baby boom of 2010-12, but value is now slipping into decline. Growing pressures on the NHS could help provide some respite, with parents looking to the category to fill the gap left by a limiting of its ...

### Attitudes towards Cosmetic Procedures - UK

“Brits are generally happy with their appearance, presenting a crucial challenge for an industry that is centred on helping people to change how they look. However, there is scope for operators in the cosmetic procedures market to appeal to a wider audience by moving away from the current association with ...

### Babies' and Children's Personal Care Products, Nappies and Wipes - UK

“Market decline continues to show the need for brands to differentiate versus own-label. This is easier in some sectors where parents seek specific claims, but mass disposable nappy brands will either need to premiumise further or devolve and compete on price. The overarching need for convenience in all sectors remains ...

## January 2018

### Feminine Hygiene and Sanitary Protection Products - UK

“There is a quiet revolution ongoing in the incontinence products segment. The stigma around incontinence appears to be fading, products are advertised on primetime TV, and brands are creating new designs that are more stylish and sophisticated. As the population ages, incontinence products are only going to go even more ...