

## March 2019

### Household Paper Products - US

"While household paper brands have introduced meaningful innovation over the past year, consumers see the category as an opportunity to reduce the cost of living. They increasingly believe that store brands are as good as name brands and that in most cases, premium innovations are not worth the extra cost ...

### Women's Haircare - UK

"Following a slight rise in value in 2016 and 2017, women's haircare is in decline again as discounting and special offers impact buying behaviours, whilst the desire for more natural styles and focus on hair condition continues to negatively impact the styling segment. A reduction in recorded advertising spend suggests ...

### Mother and Baby BPC - UK

"In 2018 the babies' and children's personal care products, nappies and wipes market fell by 3.4% to £680 million. The trend for naturals in beauty has driven parents to look for similar gentle solutions for their babies, expecting brands and retailers to deliver them with the same quality and ...

### Shampoo, Conditioner and Hairstyling Products - US

"The shampoo, conditioner, and hairstyling products market continues to experience slow, yet steady growth, benefiting from strong shampoo and conditioner sales. However, damage concerns have some consumers skipping daily washing in lieu of dry shampoo. Given that conditioner and hairstyling product usage is reliant on frequency of shampooing, less washing ...

### Food Storage and Trash Bags - US

"Food storage and trash bag usage has near total household penetration, reflecting the functional nature of the category. While a strong, steady consumer base provides a solid foundation, significant growth remains elusive as users exhibit cost-conscious shopping behavior. Marketers must work to emphasize the value of premium features and encourage ...

### Drug Store Retailing - US

"US drug store revenues are expected to be valued at over \$293 billion this year. While the sector has consistently posted revenue gains, the pace of growth is projected to decelerate in light of continued channel-shifting and a consumer preference toward generic drugs versus name brands. Drug stores are focused ...

## February 2019

### Soap, Bath and Shower Products - UK

"Although the soap, bath and shower category is under some pressure, there are plenty of bright spots that point the way towards future growth. The success of Baylis & Harding in convincing consumers to upgrade to a more premium product shows that products can still benefit from creating differentiation in ...

### Soap, Bath and Shower Products - US

"The soap, bath, and shower products market continues to experience slow, yet steady growth, benefiting from

### Household Paper Products - UK

"While there appear to be opportunities for further growth within the kitchen roll segment, there is still a prevailing attitude among consumers that it is an area on which they can cut spend. It is not that consumers do not see a difference between expensive and budget products, but that ...

strong liquid body wash sales that are compensating for struggles in the bar soap segment. Market growth can also be partially attributed to the inclusion of premium and therapeutic benefits found in liquid body ...

## January 2019

### Health Management Trends - US

"The health and wellness market has grown from an industry to a culture, expanding the definition of what it means to be healthy in more holistic terms. All adults report doing something for the benefit of their health and wellbeing so brands have an opportunity to connect with consumers to ...

### Feminine Hygiene and Sanitary Protection Products - UK

"The UK's ageing population has helped to create a fast-growing incontinence products market. That rosy picture doesn't extend to the sanitary protection and feminine hygiene categories, however. The former is contending with a long-term fall in sales, while the latter is struggling to really convince consumers as to what benefits ...

### Air Care - US

"Air care experiences high penetration, resulting in nearly flat market sales over the last five years. While 31% of consumers report using air care products more often as opposed to less often in the past year, long-established formats saw a decline in usage amid ingredient concerns and cross-category competition. In ...

### Smoking Cessation and E-cigarettes - UK

"The smoking cessation category is expected to decline in value in 2018 following a period of no breakthrough innovation as well as reduced recorded advertising spend since 2015. E-cigarettes, on the other hand, are predicted to have enjoyed strong value growth as smokers continue to use these as a smoking ...

### Brand Overview: BPC - UK

"The changing nature of wellbeing presents opportunities. While previously consumer focus may have been mainly about the impact of products on the body, we are already starting to see the mind take equal precedence. The inclusion of probiotics, adaptogens and aromatherapy claims to keep the whole body in balance could ...