

## December 2018

### The Amazon Effect - US

Amazon is the world's second largest retailer behind Walmart, with \$120 billion in US sales in 2017, up 71% in two years' time. This one company accounts for approximately 40% of total US ecommerce sales. Its membership program, Amazon Prime, surpassed the 100 million member mark globally this year, and ...

### Incontinence - US

"The incontinence category will be the US absorbent hygiene industry's salvation, as it is the only sector with favorable demographics. An aging population and growing risk factors among younger consumers will deliver \$579.1 million in new sales through 2023 (see Market Size and Forecast). Perhaps the single biggest growth ...

### Deodorants - UK

"Standing at an estimated £404 million in 2018, the deodorants market decline has been triggered by lack of innovation and engagement. A core message of functionality appeals to a wide range of consumers, but also means mass brands share a very similar image. Changing how efficacy is advertised can create ...

### Natural and Organic Personal Care Consumer - US

"Natural brands continue to experience growth, albeit in a new direction. Clean beauty is the new green, with consumers looking for beauty products free from specific synthetic ingredients rather than synthetic-free. To expand consumer penetration of these products and advance sales growth, brands are going beyond formulations and making efforts ...

### Seniors and Health - US

"The number of Seniors, adults aged 65+, is on the rise. By 2023, the US population of Seniors will be 61.6 million strong, accounting for 23.2% of the total US population – up from 20.6% in 2018. Today's Seniors express a positive, realistic attitude toward health. Focusing ...

### Small Kitchen Appliances - US

"Bolstered by gains within the small cooking appliance segment, the overall market reached \$6.5 billion in 2018, a 2.2% increase from 2017. High penetration and long purchase cycles challenge the category from experiencing significant sales growth, as market sales rely largely on new users and trade-ups. Multi-tasking small ...

### Cleaning in and Around the Home - UK

"Brands in the cleaning market have to react to changes in the structure of households in the UK – more older consumers, more people living alone, more people living with less space, and hence less need to clean. Adapting to that will be challenging, but there are positive signs too ...

## November 2018

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

"Financial well-being and confidence was lower in each of the three months to October than we reported

### Gastrointestinal Remedies - UK

"In a mature market, finding growth can be a challenge. Gastrointestinal remedies has faced this issue, but brands have benefited from an increase in consumers seeking to alleviate GI symptoms arising from stress,

## Household and Personal Care - International

throughout the summer months. This matches the stagnant economic performance in August and September. Overall though, most consumers are still getting by, and remain relatively optimistic about their financial future.”

– Rich ...

IBS and shifts in dietary habits. With these issues likely to continue, the market is set to ...

### Paint and Wallcoverings - US

"An improved economy coupled with genuine interest in décor is benefitting the paint and wallcoverings market, which is viewed as a feasible way to refresh and update the look and feel of a room. As the emerging generation of new DIYers engages in wall projects that allow them to add ...

## October 2018

### Household Surface Cleaners - US

"The household surface cleaning market is characterized by slow growth and low innovation, but there is reason for optimism. Brands are beginning to trial new formulas and formats that will enhance convenience, health, safety and the consumer experience. The market needs to adapt to changing consumer lifestyles, where there is ...

### Skin Protection - US

"Adults recognize that sun exposure has a negative impact on the appearance of their skin, and the majority of adults use sunscreen, tanning products, or sunless tanners. However, the category continues to be challenged by seasonal use. Industry players are further challenged by competing personal care products that offer sun ...

### The Private Label Household Care Consumer - UK

"The success of own-label has been underpinned by a perceived improvement in quality in recent years, helping to drive people towards these products even despite the amount of discounting on big name brands. This is raising expectations, which suggests that continued NPD is likely to be crucial to its future ...

### Consumers and the Economic Outlook - US

"The economy continues its slow and steady recovery, though economists are hesitant to say that it has officially recovered. While some consumers may be watching economic indicators, many are not, and even those who are may not see the direct effects on their daily lives. Overall, if consumers were already ...

### Water Filtration - US

"Despite widespread media coverage of lead and other contaminants found in tap water, the water filtration market experienced a decline of 0.2% from 2017, reaching \$827 million in estimated 2018 retail sales. Market struggles can be attributed to higher ownership of dispensers built into the refrigerator, positive perceptions toward ...

### Marketing to Moms - US

"The competition among brands to get moms' attention is fierce. Only a small share of moms say they have the money to pay for everything their kids want to do, meaning brands have to put in a lot of effort to make it to the top of moms' list. One ...

### Shaving and Hair Removal - UK



## Household and Personal Care - International

"As both genders feel the pressure to be hair-free, facial and body hair removal rates have seen a rise, however, the category continues to show a decline in value with little in NPD encouraging people to trade up. The beard trend shows no evidence of waning in 2018 with the ...