

Personal Care Consumer - US - November 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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A mature personal care market benefits from widespread product usage of functional items such as oral care and deodorant, while younger women drive growth of discretionary items including facial skincare.

This report looks at the following areas:

- More spend allocated toward haircare, facial skincare
- Adults focus on functional hygiene staples, use of specialty items is lower
- Some confusion over claims, skepticism over product efficacy remains

Brands can benefit by focusing on gentle products or natural sounding ingredients, which appeal to consumers amidst concerns over ingredient safety. The market can experience further growth by improving the retailing experience both in-store and online, with consumers expressing a strong interest in in-store experts, kiosks, or mobile apps that help to navigate through the wide variety of personal care offerings.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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