

## Personal Care Consumer - US - October 2014

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“Personal care consumers are time-strapped, skeptical, and overwhelmed with choice, reinforcing the importance of increased transparency efforts from both brands and retailers. Opportunities also exist for simplifying the shopping process while delivering more convenience-driven products.”

– Shannon Romanowski, Senior Beauty and Personal Care Analyst

### This report looks at the following areas:

- Consumers are more informed...and frustrated
- People are time-strapped and spending more time away from home
- Too much choice and information is leading to confusion, apathy

Today's personal care consumer is primarily worried about looking older, though appearance related concerns are also dictated by lifestage, household income, and race. Personal care shoppers are also becoming better informed and more skeptical of product claims, leading to heavier reliance on online research as well as claims that imply credibility and verification of efficacy. Moving forward, brand and retailer transparency, convenience-driven products, and improved retail experiences will all be instrumental in helping consumers navigate the competitive, mature, and evolving personal care market.

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