

December 2013

Suncare - UK

“The rise in the population of the eldest demographics poses challenges as well as opportunities, as although the over-55s are the most knowledgeable when it comes to the dangers of the sun, they are least likely to use sun protection and self-tanning products. However, as they continue to seek tans ...

November 2013

Dieting Trends - UK

“Clear like-for-like comparisons between diet products and their non-diet alternatives should allow brands to show consumers that there are genuine and tangible differences in the calorie/fat/sugar content, and highlight where these owe to healthier recipes rather than simply smaller portions.”

Gastrointestinal Remedies - UK

“A reluctance to take gastrointestinal remedies and a reactionary rather than precautionary approach to digestive health has hindered the market in the past. This highlights an opportunity for encouraging people to take a more proactive approach to their digestive health, particularly as there is a high interest in products that ...

October 2013

First Aid - UK

“The first aid category has remained stagnant and shown small incremental declines in value sales since 2008. The driving forces behind this are a combination of stiff competition from own-label brands, low investment in advertising and brand communication, as well as low consumer confidence in treating other people’s wounds/injuries ...