

December 2014

Cosmetic Surgery - UK

“The UK cosmetic surgery market could benefit from further capitalising on the burgeoning population of adults that qualify as overweight or obese. Clinics could look at more widely marketing treatments designed to help people reduce their weight, as well as highlighting the benefits of excess skin removal surgeries.”

November 2014

Suncare - UK

“The suncare category is largely dependent on the weather, and with a wet summer in 2014, the category is predicted to decline in value by 8%. This offers opportunities for brands to advertise in the winter or position products outside the summer season. Innovations in multi-functional products, as well as ...

October 2014

Consumers and the Economic Outlook: Quarterly Update - UK

“The revival in confidence has stalled. Although the economy is picking up speed, the population as a whole isn’t feeling the benefit of the recovery. People are as likely to say that they feel worse off than they did a year ago as they are to say that their finances ...

Men's Toiletries - UK

“Post-recession, the male toiletries consumer remains intent on saving money on day-to-day purchases, and fashion trends continue to stunt certain markets such as shaving and hair removal. As a result the market has plateaued, however a number of opportunity areas exist for brands such as catering to a tween audience ...

July 2014

Feminine Hygiene and Sanitary Protection Products - UK

“Value sales in the sanitary protection, feminine hygiene and adult incontinence market are relatively protected due to the necessity of the products included. However, there is an opportunity for brands in each segment to now seek further growth by offering new products that address many of the concerns women have ...

Consumers and The Economic Outlook - Quarterly Update - UK

“Although people are still more confident than they were in 2013, Mintel’s data suggests that they’re not entirely convinced by the economic revival. Across all three key measures (current situation, impact of the slowdown and how they expect their finances to fare over the next year), sentiment was slightly more ...

The Private Label Healthcare Consumer - UK

"Improving financial situations could see people go back to branded products, after using lower-priced private label products during tough economic times. Growth of private label is therefore reliant on competitive pricing and innovations, in both product and packaging."

June 2014

Health and Fitness Clubs - UK

"Operators are going to have to start looking at 'infilling' with smaller clubs in the same way that the major supermarket chains have switched to building smaller convenience stores serving local neighbourhoods."

– **Michael Oliver, Senior Leisure and Media Analyst**

Analgesics - UK

"The analgesics market benefitted from the strong marketing and product innovation output in 2013, as well as a strong performance by the topical analgesics segment. However, a battle still remains as consumers increasingly seek cheaper own-label products over those produced by well-known brands, due to the value they offer."

May 2014

Oral Care - UK

"Although a high proportion of the population visit the dentist, there remains a large proportion who do not do so, as well as a large proportion of parents who do not take their children to the dentist, suggesting missed opportunities for product endorsements. Despite the rise in products designed for ...

April 2014

Cough, Cold, Flu and Allergy Remedies - UK

"In 2013, the cold/flu and allergy relief remedies market benefited from increases in product launch activity and marketing activity. Going forward, brands could look to more specifically target the key young adult demographic, who are the most likely to suffer from cold/flu and allergy-based ailments, as well as ...

March 2014

Babies' and Children's Personal Care Products, Nappies and Wipes - UK

“The disposable nappy and personal care segments were the worst performers in the market in 2013. Encouraging consumers to switch back to brands, and move away from savvy shopping techniques will be essential for returning the categories to growth.”

February 2014

Smoking Cessation and E-cigarettes - UK

“The rise in popularity of E-cigarettes has hampered growth in the value of the smoking cessation market, which saw modest growth of less than 2% in 2013. Although E-cigarettes are largely marketed as an alternative to smoking, smokers have been using them to cut down or quit smoking. Changes in ...