

December 2012

Household Hard Surface Cleaning and Care Products - UK

“Home hygiene is the top reason for using hard surface cleaners, so antibacterial products will continue to increase their share of the market. Concern about germs also extends to away from the home, so on-the-go disinfectant products for use in the workplace or in public places is an opportunity for ...

Household Surface Cleaners - US

“While an economizing mindset sets the tone for much of the category, surface cleaner purchasers are motivated by more than just price. Surface cleaners that facilitate quick and easy cleanups continue to gain in popularity as do products offering fresh approaches to tough cleaning problems. In addition, consumers are placing ...

Smoking Cessation Products - US

“Sales of smoking cessation products are expected to continue to experience growth. However, growth is limited as the market faces many challenges, such as domination from private label brands and a decreasing consumer base.”

Suntan Products - UK

“Suncare occupies a strategic position between beauty and healthcare. At one level it competes with skincare, facial and body; on another level it has a therapeutic orientation in the prevention of sun burn and skin cancer. The challenge is to harness key consumer behaviours to make staying safe in the ...

Medicated Skincare - US

“The medicated skincare market can expect to see growth in the coming years due to skin irritations being a common occurrence for many consumers. However, the market faces some challenges: most consumers only purchase products to treat a single occurrence of an irritation, there are growing concerns around the use ...

November 2012

Health and Fitness Clubs - UK

“Health and fitness club brands are also obvious candidates to stand out within the crowded health and fitness apps market.”

Supermarkets: More Than Just Food Retailing - UK

“The dominance of the major food retailers is still developing. Their offer is being refined – both in store size and product offer. There is still scope for growth in non-foods and services and the next decade will see all

Supermarkets: More Than Just Food Retailing - Europe

This report series covers the 19 leading economies of Western Europe. In total these countries account for around 95% of all European retail sales, excluding Russia. The remaining ten countries are either too small (e.g. Luxembourg) or are not sufficiently well developed to warrant detailed coverage (e.g. Romania ...

Hispanics and Household Products - US

“The likelihood of Hispanic consumers purchasing various types of household products and their attitudes toward these products are among the key issues discussed in this report. Hispanics seek dependability

Household and Personal Care - International

the majors seek to enhance their store portfolios and the ...

and trust when buying household products, and having past experience with an item is the leading factor in what leads them ...

Air Treatment - US

“The size of the air treatment appliance market can fluctuate from year to year based on the weather, the economy, or other external factors. In spite of post-recession gains, however, overall category sales have yet to reach their 2007 level. In order to sustain faster growth, marketers will need to ...

Diet Trends - US

“The diet industry is expected to do well in light of the current obesity epidemic. However, with sales of certain products down, consumers are turning to products that provide long-term wellness solutions rather than a quick fix. Diet brands poised to help consumers make lifestyle changes will be effective.”

Dieting Trends - UK

“Despite rising levels of obesity and the large swathes of the population who are trying to lose weight, the diet and weight control food market is stagnating. Although the overriding perception that ‘light’ products are overpriced is undoubtedly limiting their appeal, consumers’ scepticism over their healthiness is also a major ...

Water Filtration - US

“The water filtration market can expect to see growth in the next few years due to the cost, health, and environmental benefits that consumers associate with this market. However, the market faces strong competition from bottled water and tap water. Water filtration companies should look to how to make their ...

Hair Colourants and Home Perms - UK

“Although 2012 hasn’t seen much in the way of new technology, there have been innovations in advertising, with brands using technology apps and social media to engage consumers. With an ageing population however, and older consumers less likely to colour their hair, the market may need to adopt a different ...

The Laundry Consumer - UK

“Laundry patterns continue to evolve in response to product developments in both appliances and detergents, with a move towards more washing on low temperatures and quicker cycles one of the biggest trends over the last few years. New product marketing will continue to focus on changing the wash patterns of ...

Sun Protection and Sunless Tanners - US

“As skin cancer and sun protection awareness campaigns continue to warn consumers about the dangers of UV exposure and the FDA continue to propose tightened product regulations, manufacturers will need to stay ahead of the curve in order to maintain consumer confidence in the category.”

Gastrointestinal Remedies - UK

“The outlook for the gastrointestinals market is lacklustre with value sales struggling to gain momentum hampered by low and declining usage, lack of targeted product development and own label activity. However, there are stimuli that could positively shape the market but brands need to radically review the orientation of launch ...

October 2012

Pest Control Products and Services - US

Private Label Trends in Household Cleaning Products - US

Household and Personal Care - International

“Pest control companies and brands can expect to see growth in the next few years as this category of products and services is viewed as a necessary expenditure. However, the market is highly saturated and new product innovation is challenging. Pest control products and services may need to consider extending ...

“The deepening of the 2007-09 recession helped drive strong increases in private label market share in nearly every household product category and segment. However, while consumers remain as budget conscious as ever in a tepid economic recovery, household product store brands collectively have lost share in 2011 and 2012. Leading ...

Exercise Trends - US

“The recession caused many Americans to reevaluate how they were spending their money. One of the things to be cut was usually gym memberships or workout plans. Consumers adopted ways to save money on fitness and have carried these practices through into recovery. Additionally, consumers continue to seek new and ...

Air Fresheners - UK

“To take air care products beyond eliminating odours and freshening rooms, future product development should focus on improving air quality and providing health and wellness benefits. This would help take the air care market closer to the health and personal care market through helping to prevent the spread of germs ...

Men's Toiletries - UK

“Brand loyalty is the biggest strength of the male toiletries industry and maximising on this continues to be important for the market. Innovative marketing and strong communication are the main areas that brands need to be working on, making all the difference between a dynamic sales performance and a more ...

Men's Grooming and Toiletries - US

“While there are no easy solutions to understanding the saturation point of the men's grooming market, understanding the functional benefits that are desired by men and communicating those benefits in advertising will likely be the best way to resonate with this consumer.”