

April 2010

Natural and Organic Personal Care Products - US

This report explores the NOPC market and includes insights on how this market is evolving. The market has the potential to be far larger than it currently is, stifled by a lack of clear industry standards surrounding the very definition of “natural” and “organic” personal care. The resulting consumer confusion ...

March 2010

Beauty Retailing - US

The color cosmetics and facial skincare shopping experience in the US can leave women overwhelmed by choices from brand lines to retail channels. While pricepoint serves as a baseline for most beauty purchases, the desired retail experience is more elusive to define. This report looks at the way women shop ...

Anti-aging Skincare - US

The US anti-aging skincare market is enjoying solid and at times robust growth in 2010, buoyed by a consumer base that is in large part unwilling to give up such products despite the current economic recession. While a number of consumers appear to be trading down to less expensive brands ...

Disposable Baby Products - US

This report examines the market for disposable baby products including diapers, training pants, wipes/moist towelettes, as well as cleansing and care products. Using sales data along with Mintel’s proprietary GNPD, results from the Experian Simmons NCS/NHCS, and Mintel’s exclusive consumer survey, Mintel analyzes the increasingly competitive disposable baby ...

February 2010

The Beauty and Personal Care Consumer - US

The beauty and personal care consumer is beset by a number of challenges in 2010, including the ongoing US recession, a multitude of often confusing choices in the BPC (beauty and personal care) aisle, and differing product claims. Mintel’s exclusive consumer survey strategically approaches the BPC consumer by asking how ...

January 2010

Facial Skincare - US



Beauty and Personal Care - USA

The market for facial skincare has experienced steady growth since 2004, albeit slower since 2007, with sales struggling a bit due to the weak economy and recession. Anti-aging facial skincare products continue to be the fastest-growing segment of the facial skincare market, and remain ahead of cleansers as the largest ...