

Household and Personal Care - International

March 2009

Natural and Organic Personal Care Products - US

This report explores the natural and organic personal care category and includes insights on how this category can continue to grow despite ongoing competition from lower-priced traditional personal care, economic recession and consumer confusion with industry standards and definitions. Topics include:

Baby Durables - US

This report explores the baby durables market—covering the broad scope of products that parents and parents-to-be acquire through purchases, baby showers and gifts from family and friends. The market is highly dependent on the number of births in a given year and the overall population of children under three in ...

Attitudes Towards Household Cleaning - UK

The economic downturn presents the household cleaning product market (valued at nearly £2.6 billion in 2008) and household cleaning appliances (£1.7 billion) with challenges and opportunities.

Bed and Bath Linens - US

The bed and bath linen market is coming down from a multi-year run-up in sales. The outlook is bleak as the housing crisis continues and consumers cut spending on discretionary items. Both suppliers and retailers struggle to stay afloat. In this report, Mintel takes a closer look at the state ...

Marketing Health to Parents and Children - US

The population of children is growing, and with it grows concern over the health issues they face. Childhood obesity, and the related health risks, has been the target of attention, and parents are seeking out healthier nutrition for their kids. However, there are a number of other areas that are ...

DIY in a Down Economy - US

This report examines both the broader home improvement market and the narrowly defined DIY-only market, which excludes services and sales to professions. It focuses on how the home improvement market has been changing with the collapse of the housing market and the broader recessionary environment. Analysis of how retailers and ...

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Allergies and Allergy Remedies - US

The U.S. OTC allergy remedy market is driven by a range of factors, preeminently the incidence of allergies, which afflict an estimated 50 million sufferers, according to the American Academy of Asthma Allergy & Immunology. The most important internal driver for sales of these products is the Rx-to-OTC switch ...

Environmental Concerns in Household Cleaning - UK

Environmental issues are now a key part of the consumer psyche and thus cannot be ignored in any

Oh, Baby! - US

The \$3.4 billion FDMx (excluding Wal-Mart) market for disposable baby products includes diapers, training pants, wipes and moist towelettes, as well as cleansing and care products such as shampoo, body wash, and baby oil. Oh, Baby! examines this mature market using primary and secondary research to identify points of ...

Home and the Media - UK

There is increasing coverage of homes and gardens across a range of media, but home interest and gardening magazines are the primary source of detailed

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market sector. Major household cleaning manufacturers and retailers have responded to the challenge by making changes to such factors as packaging, energy usage and the sourcing of raw materials. There has also ...

and in-depth content and they retain a particular importance since their readers are likely to be more interested than average in the topics.

Deodorants and Bodysprays - Europe

This report provides a pan-European overview of the deodorants and bodysprays market in France, Germany, Italy, Spain and the UK. For more detailed information, please refer to the five individual country reports: *Deodorants and Bodysprays, February 2009*. **Please click on the accompanying PowerPoint to view this report.**

Deodorants and Bodysprays - UK

Since the last report in January 2007, the UK's £459 million market for deodorants and bodysprays has seen growth stagnate in value terms. Penetration has held steady, but frequency of use has fallen since 2003 owing largely to elevated usage in 2003 as a result of the very hot summer.

Deodorants and Bodysprays - Spain

The Spanish retail market for deodorants and bodysprays continues to grow, albeit at a slower rate than in previous years. In 2008, sales were up by just under 3% on 2007, to take the market to €303 million, an increase of 34% on 2003.

Deodorants and Bodysprays - Germany

The German deodorants and bodysprays market is worth an estimated €760 million in 2008, up 5% on 2007. The trend towards antiperspirants and bodysprays, often promoted as lifestyle accessories, continues, although deodorants still account for 53% of value sales. Male lines, kept current with appealing NPD, continue to outperform female ...

Deodorants and Bodysprays - France

The French deodorant and bodysprays market has experienced a slow but steady decline in the past five years to reach an estimated €510 million in value sales in 2008. The decline is due to a loss in part of the consumer base due to health scares and a reduction in ...

Deodorants and Bodysprays - Italy

Italian sales of deodorants and bodysprays are worth an estimated €382 million in 2008, up by over 2% on 2007 and around 6% on 2003. This was the best performance during the review period. In comparison to other C&T markets, the review market put in an outstanding performance in 2008 ...

January 2009

Environmentally-friendly Cleaning Products - US

The environmentally friendly products still represent only a small share of the wider \$5 billion household cleaning product market. However, driven by a range of consumer concerns related to environmental health, allergies and chemicals in their homes, "green" cleaning products became the hot product in 2008.

Clothes Washing Products - Europe

This report, in PowerPoint format, provides a pan-European overview of the clothes washing products market in France, Germany, Italy, Spain and the UK. For more detailed information, please refer to the five individual country reports: *Clothes Washing Products, January 2009*.

Clothes Washing Products - UK

Oral Hygiene - UK



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The most prominent change in the UK's £1.2 billion laundry products market has been the switch from powdered formats to single-dose tablets or concentrated liquid detergents and gels. This is driven by innovation in liquid product formulae that work more efficiently at lower washing temperatures that help to save ...

People use oral hygiene products not only to keep their teeth clean, but for cosmetic reasons, such as achieving a brighter smile. The market has evolved to satisfy differing consumer needs, with new niches evolving to help people maintain optimum dental health and beauty.