

March 2016

Feminine Hygiene and Sanitary Protection Products - US

Growth of the overall feminine care products market has been marginal in recent years, as it faces several challenges. Women are having fewer, lighter periods, contributing to declining usage of sanitary protection, specifically tampons. However, an aging population and increased interest in cleansing products bodes well for the adult incontinence ...

Feminine Hygiene and Sanitary Protection Products - UK

"The feminine hygiene and sanitary protection category has grown slowly and steadily in recent years, driven by the feminine hygiene and incontinence sectors. The category has seen a rise in recorded advertising expenditure, with recent campaigns focusing on empowerment as a theme, whilst NPD has also been increased, contributing to ...

Air Care - US

"After struggling in recent years, the air care market posted stronger gains in 2015 reflected in growth across all segments. Opportunities exist to engage adults by expanding claims beyond scent, focusing on natural or environmentally friendly options as well as health and wellness benefits. A focus on innovative formats may ...

Hard Surface Cleaning and Care Products - UK

"The hard surface cleaning and care market is in decline, a result of competitive pricing and consumers relying on fewer multipurpose products. In a particularly price-sensitive category brands can look to add value by demonstrating how their products can save consumers time and effort while maintaining crucial efficacy."

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

"The babies' and children's nappies and wipes market continues to see sales declines as parents switch to discounters for cheaper purchases. While branded innovation returns in 2015, the slowing birth rate means the market is not expected to return to growth. Babies' and children's personal care products have fared better ...

February 2016

Major Household Appliances - US

"Bolstered by improvement in the overall economy, sales of most types of major appliances stabilized after the end of the recession in 2009 and then started to gain ground in 2013 with further improvement in the housing and home renovation markets. Opportunities to help to accelerate sales further exist in ...

OTC Pediatrics - US

Illness is prevalent among children, as 90% of children younger than 12 experienced some type of ailment in the past year. Their weaker immune system combined with opportunities for interaction and germ spreading makes them especially susceptible to illness. The OTC (over-the-counter) pediatrics market has continued to grow after a ...

Drug Store Retailing - US

Soap, Bath and Shower Products - US

Household and Personal Care - International

"The drug store market has expanded well beyond traditional drug stores to include other channels such as mass merchandisers, supermarkets, and warehouse clubs as well as mail order options that also fulfil consumers' drug store needs."

"When adjusted for inflation, total market sales in the soap, bath, and shower products market have remained relatively flat, though the inclusion of more premium benefits have helped boost sales of liquid body washes and bath products. Going forward, continued launches of products offering premium benefits, as well as product ...

Soap, Bath and Shower Products - UK

"The SBS (soap, bath and shower) market, once plagued by consumer reliance on price promotions and special offers, continues to fluctuate as consumers now trade down on daily essentials in order to treat themselves with more luxurious occasional-use items such as detox bath salts. In 2016 in-shower treatments present an ...

Household Paper Products - UK

"The increasing popularity of the discount retail sector, in particular the expansion of the German chains Lidl and Aldi, has negatively impacted value sales of household paper products in recent years by driving down household spend on the category. Whilst the essential nature of products in this market means that ...

Household Paper Products - US

"The mature household paper products market has experienced flat sales in recent years. Still, while consumers continue to take a value-driven approach to shopping for household paper products, they place importance on product quality and are interested in products that allow them to streamline and simplify tasks, as well as ...

First Aid - UK

"The first aid category has shown a dip in value in 2015, driven by a decline in launch activity as well as reduced investment in recorded advertising spend. However with high interest in innovations in plasters/bandages, and current research showing the potential for smart bandages in the near future ...

January 2016

Household Care Packaging Trends - US

"In highly competitive, mature household care product categories, where sales increases must come at the expense of a competitor, packaging is as important as the product itself as a means of delivering value to consumers. Household care product packaging can do much more than just hold and dispense the product ...

Managing Your Health - US

"Several factors are impacting healthcare, including an anticipated shortage of primary care physicians, resulting in an increased focus on managing one's own health, as well as growing reliance on retail health clinics and pharmacists. At a time when the US population is experiencing significant growth among the older population, a ...