

June 2012

Facial Skincare - UK

“The results-oriented emphasis in facial care advertising puts the category at the risk of disappointing its consumers if claims do not deliver on their promise. Although new claims can generate interest, those that do not follow up with visible results can damage the credibility of the skincare category in general ...

Men's and Women's Shaving and Hair Removal - UK

“Usage of wet razors and blades is highest among women aged 35-44 and those who buy beauty products from The Body Shop, specialist beauty retailers and department stores. There is potential for these retailers to focus more heavily on a whole body category, with products ranging from hair removal to ...

OTC Painkillers and Cold and Flu Remedies - UK

“Big OTC brands in the UK are working in stressed market conditions, as cash-strapped savvy consumers buy lower-priced alternatives based on key ingredients. Brands are already making significant strides to introduce innovative products, but they face tough times ahead as the economic background continues to put pressure on household budgets ...

May 2012

Sanitary Protection and Feminine Supplies - UK

“The market for sanitary products is an essential item among women, and yet it has struggled to deliver on growth, because unlike other personal care items, this is a category which offers little in the way of indulgence and luxury, with consumers instead focused solely on performance.”

April 2012

Nappies and Baby Wipes - UK

“Around 31% of parents use baby wipes for general cleaning. To encourage usage of cleaning-specific wipes, brands (eg Kandoo) could be extended and positioned as ‘toy wipes’, which are ideal for cleaning babies’ and children’s plastic toys, to kill germs but be safe for babies. The wipes could also be ...

Shampoo, Conditioners and Treatment Products - UK

“It seems that adults associate well groomed, frizz-free and glossy hair with confidence. Adults who buy shampoos which protect coloured hair, smooth, repair and moisturise are more very likely to feel more confident when their hair looks good. This offers an opportunity for brands to peg their marketing messages to ...



Beauty and Personal Care - UK

Social Media: Beauty and Personal Care - UK

“Social networks have established themselves as integral to the consumer’s digital experience. They not only enrich the brand experience, but also help to integrate real-world brands into users’ digital lifestyles. People are turning to online discussions for product recommendations, listening to the opinions of others and increasingly forming networks based ...