March 2019

Shampoo, Conditioner and Hairstyling Products - US

"The shampoo, conditioner, and hairstyling products market continues to experience slow, yet steady growth, benefiting from strong shampoo and conditioner sales. However, damage concerns have some consumers skipping daily washing in lieu of dry shampoo. Given that conditioner and hairstyling product usage is reliant on frequency of shampooing, less washing ...

Women's Haircare - UK

“Following a slight rise in value in 2016 and 2017, women’s haircare is in decline again as discounting and special offers impact buying behaviours, whilst the desire for more natural styles and focus on hair condition continues to negatively impact the styling segment. A reduction in recorded advertising spend suggests ...

Mother and Baby BPC - UK

“In 2018 the babies’ and children’s personal care products, nappies and wipes market fell by 3.4% to £680 million. The trend for naturals in beauty has driven parents to look for similar gentle solutions for their babies, expecting brands and retailers to deliver them with the same quality and ...

Drug Store Retailing - US

"US drug store revenues are expected to be valued at over $293 billion this year. While the sector has consistently posted revenue gains, the pace of growth is projected to decelerate in light of continued channel-shifting and a consumer preference toward generic drugs versus name brands. Drug stores are focused ...

February 2019

Beauty Influencers - US

"The power of beauty influencer marketing continues to grow, with women flocking to social media for tutorials and product reviews. Most women follow beauty influencers to learn more about trends, and the use of influencers can shorten the learning curve while minimizing the risk often associated with buying beauty products ...

Soap, Bath and Shower Products - UK

“Although the soap, bath and shower category is under some pressure, there are plenty of bright spots that point the way towards future growth. The success of Baylis & Harding in convincing consumers to upgrade to a more premium product shows that products can still benefit from creating differentiation in ...

Soap, Bath and Shower Products - US

"The soap, bath, and shower products market continues to experience slow, yet steady growth, benefiting from strong liquid body wash sales that are compensating for struggles in the bar soap segment. Market growth can also be partially attributed to the inclusion of premium and therapeutic benefits found in liquid body ...

The Generation X BPC Consumer - UK

“The industry’s focus on anti-ageing messaging towards anyone over the age of 40 has left Generation X feeling misunderstood. Ageing is still considered a future problem for many of these consumers, while their more pressing needs for convenience and personalised options are ignored. Mass brands retain the trust of Generation ...

January 2019

Health Management Trends - US

Beauty and Personal Care Retailing - Germany

© 2024 Mintel Group Ltd. All Rights Reserved. Confidential to Mintel.

Beauty and Personal Care - International

"The health and wellness market has grown from an industry to a culture, expanding the definition of what it means to be healthy in more holistic terms. All adults report doing something for the benefit of their health and wellbeing so brands have an opportunity to connect with consumers to ...

Beauty and Personal Care Retailing - Italy

“Italy’s BPC market is going through a period of change. The independents and regional chains are losing market share, whilst the leading specialists are capturing more spending as they continue to expand their geographical coverage. However, price competition is intense and the country’s economic recovery has once again slowed, meaning ...

Beauty and Personal Care Retailing - France

“In a low growth market, the French specialist beauty sector remains relatively stable, with several well-performing retailers, notably Sephora, creating a dynamic environment. Elements of spending are well suited to shopping online, and most retailers now sell this way, with varying degrees of digital integration. Amazon poses an ongoing threat ...

Beauty and Personal Care Retailing - UK

“The UK beauty and personal care market continues to be characterised by the polarised performance of the two core categories. Consumers continue to cut back on personal care, but are willing to spend on beauty. Health and beauty specialists have benefited from this trend, with robust demand for beauty fuelling ...

Home Hair Color - US

"The home hair color market continues to struggle. Preferences for natural looks, concerns about damage, and complicated hair color trends—which are typically left to professionals—have placed downward pressure on the market. However, interest among both young and Black consumers is still strong, making them key markets for home hair color ...

Brand Overview: BPC - UK

“It would be wrong to suggest that the beauty and personal care retailers have had it easy in recent years, though the failure of Schlecker did give them breathing space. We think they have used it well, strengthening their chains and regaining for the sector all the market share that ...

Beauty and Personal Care Retailing - Spain

“Beauty and personal care specialists will have to offer a more compelling in-store and online experience in the next few years if they are to fend off the competitive challenge from non-specialist retailers. At the same time, they are going to have to adjust their business models to take into ...

Beauty and Personal Care Retailing - Europe

“Beauty and personal care products (BPC) retailing is more varied around Europe than almost any other sector. From drugstores in Germany to supermarkets in other countries, the market is largely in the hands of non-specialists. But there is a fightback being staged by the specialists – Douglas has embarked on ...

Smoking Cessation and E-cigarettes - UK

“The smoking cessation category is expected to decline in value in 2018 following a period of no breakthrough innovation as well as reduced recorded advertising spend since 2015. E-cigarettes, on the other hand, are predicted to have enjoyed strong value growth as smokers continue to use these as a smoking ...

Feminine Hygiene and Sanitary Protection Products - UK

“The UK’s ageing population has helped to create a fast-growing incontinence products market. That rosy picture doesn’t extend to the sanitary protection and feminine hygiene categories, however. The former is contending with a long-term fall in sales, while the latter is struggling to really convince consumers as to what benefits ...

© 2024 Mintel Group Ltd. All Rights Reserved. Confidential to Mintel.

"The changing nature of wellbeing presents opportunities. While previously consumer focus may have been mainly about the impact of products on the body, we are already starting to see the mind take equal precedence. The inclusion of probiotics, adaptogens and aromatherapy claims to keep the whole body in balance could ...

© 2024 Mintel Group Ltd. All Rights Reserved. Confidential to Mintel.