

June 2015

Hand and Bodycare - UK

“Body moisturiser sprays have been positioned in the market as an easy-to-use format, with focus on their quick absorption properties. With high usage of the format amongst those concerned about skin irritation, future claims opportunities could focus on reduced risk of aggravated skin from using the format. The men’s market ...

Oral Care - UK

“Whilst the essential nature of oral care products means that usage is relatively high across most demographics, there remains an opportunity for oral care brands to grow sales by targeting marketing and NPD at seniors and men, helping to make them more engaged with the market overall.”

– Jack ...

Social Media: BPC - UK

Social media has grown in recent years to be an integral part of marketing and promotional activity in the beauty and personal care markets. Brands and retailers are now harnessing the opportunities the social media space offers, in regards to engaging in two-way communication with consumers, and using word of ...

May 2015

Women's Facial Skincare - UK

The women’s facial skincare market has seen sales stall in 2014, with the mass market slipping into decline. Changing consumer behaviours, including switching to discount retailers and online channels, are enabling women to save money on their purchases. Meanwhile the prestige market is also suffering as women switch to smart ...

Men's Facial Skincare - UK

“The high proportion of men describing their skin as neutral presents opportunities in the market for better diagnostic tools and more help for men to identify their skin’s needs and products suited to them. Male-specific expertise is important, with most men choosing and purchasing their own skincare products.

OTC Analgesics and Cold and Flu Remedies - UK

“In 2014/15 the UK cold/flu remedies market benefitted from the seasonal flu vaccine being less effective than usual, resulting in many lapsed users returning to the category. Cold/flu remedy brands could now use this to their advantage, using marketing and product developments to reignite interest in the ...

Consumers and the Economic Outlook: Quarterly Update - UK

“Economic improvements are finally beginning to be felt at the consumer level. Falling prices of essentials and rising wages are helping incomes go further and there are indications that people are beginning to relax their budgets and spend on items and experiences that have been out of reach during the ...

April 2015

Women's Haircare - UK



Beauty and Personal Care - UK

"The women's haircare market is challenged by changing product usage, with traditional styling products falling from favour and natural botanical oils threatening leave-in conditioners and serums. Inspiring an older female audience and expanding product repertoires are essential for returning the market to a faster pace of growth."