

March 2015

Shopping for Major Appliances - US

"The major appliance market has rebounded in recent years, driven by improvement in the overall economy and in the real estate and home renovation markets. Low prices remain an essential part of the major appliance shopping process, but a variety of other factors come into play as well and provide ...

Air Care - US

"To help encourage growth, market players must combat cannibalization within the category by promoting complementing suites of products for greater efficacy, focus on improving the multifunctional capabilities of air care products."

Cleaning the Kitchen - UK

"As well as concentrating on increasing sales through encouraging more frequent usage of kitchen cleaners for a range of tasks around the kitchen, brands should focus on product development in antibacterial products to cater for strong interest in all-natural and longer-lasting protection. Opportunities also exist for driving added value through ...

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

"As the baby boom shows evidence of coming to an end, it may be more relevant for the category to focus on toddlers rather than new-borns. Extending product ranges for older children and offering greater product segmentation by age could be a way to ensure the category shows growth. Greater ...

Smoking Cessation and e-cigarettes - US

"The smoking cessation products and e-cigarettes market is in a period of flux, as e-cigarettes continue to gain mainstream acceptance and the NRT category adapts to a new pool of potential customers. Brands that can adapt to meet the needs of more consumers in more ways will be able ...

The Private Label Beauty Consumer - UK

"The media attention given to beauty products launched by discount retailers, along with a high level of NPD in the sector, has seen own-label colour cosmetics soar in popularity, taking a 53% share of the private label beauty market in 2014. However, at a total level, the private label beauty ...

Grilling and Barbecuing - US

"Grill companies need to put the 'fun' in functional. Most consumers see grills as cooking tools akin to kitchen appliances, but they do not always think grills are worth the cost. Companies that want to counteract this negative perception, increase brand loyalty, and increase sales must position grills as useful ...

February 2015

Soap, Bath and Shower Products - UK

Household Paper Products - US

"While a budget-conscious mindset among household paper product purchasers has kept sales growth in

Household and Personal Care - International

"Retail sales declines are evident for the second year in a row in the soap, bath and shower (SBS) market (-1.2% to £638 million in 2014) as the trend of saving money on day-to-day hygiene essentials continues; consumers are maintaining their reliance on price promotions, as well as trading ...

check, opportunities exist for brands and retailers to offer value in the form of superior quality, added benefits, and new use occasions."

– **John Owen, Senior Household Analyst**

The Drug Store Shopper - US

"Retail channel lines continue to blur with more outlets like mass merchandisers and supermarkets clambering to become consumers' primary destinations for their drug store needs including OTC and prescription medications. Traditional drug stores can no longer afford to be just drug stores, and should continue evolving their positioning as health ...

Consumers and the Economic Outlook: Quarterly Update - UK

"People are finally starting to feel the benefit of the recovery in their pay packets. After five years, average wages are finally increasing more quickly than prices. Although this will take time to feed through into consumer confidence, there are signs that spending habits are changing.

OTC Sleep Aids - US

"Building market share may require more granular outreach to consumers and targeted marketing to address the different needs, interests and concerns of young, active, tech-savvy 18-35-year-olds; busy parents and aging baby boomers. Key opportunities may lie in areas such as promoting natural products, mobilizing the insights offered by wearable fitness ...

Household Paper Products - UK

"Paper products suffer from being seen as commodity items that are bought mainly in response to special offers and finding the cheapest price, making sales growth difficult to come by. Kitchen roll offers the best prospects for adding value to the market through encouraging usage for a wider range of ...

Soap, Bath and Shower Products - US

"The soap, bath and shower category continues to grow steadily as a fundamental element of personal hygiene. Opportunities do exist for makers and marketers of soap, bath and shower products to improve transparency and efficacy claims, focus on the differentiated needs of the multicultural consumer, and address efficiencies in product ...

Smoking Cessation and E-cigarettes - UK

"Vaping has become a lifestyle choice, whether by choice due to health or money-saving benefits, or from long-term use as a smoking cessation method. Changing legislation will help consumers understand how to use it as a smoking cessation method, which may impact long-term usage. The smoking cessation market could learn ...

January 2015

Living Room Hardware - US

"Having become acclimated to a touch-based and cloud-oriented experience on tablets and smartphones, consumers are expected to yearn for a similar experience in their living room. The industry is supplying that experience in spades."

– **Billy Hulkower, Senior Technology and Media Analyst**

Household Care Packaging Trends - US

"Household care product packaging can do much more than just hold and dispense the product. Innovative packaging features can become an important part of the usage experience and a way for brands to set themselves apart."

Household and Personal Care - International

Cleaning for the Family - UK

“In promoting cleaning products to families, campaigns most likely to appeal are those focused on making the most disliked tasks less of a chore and those reassuring parents that products can help to safeguard the family home in terms of being safe to use around children and maintaining hygiene.”

Deodorants - UK

“Older people have traditionally not been a major target for deodorant brands due to their leading less active lifestyles than young adults, meaning that they consequently sweat less. However, with seniors leading increasingly active lifestyles, in terms of both doing more exercise and helping with raising their grandchildren, brands could ...

Food Storage and Trash Bags - US

“Food storage and trash bag sales are expected to grow steadily in the next few years. Market players could generate more incremental sales by developing and launching innovative new food storage and trash bag products, putting a stronger emphasis on consumers’ use of food storage products away from the home ...

Beauty Retailing - UK

“Department stores look most at risk from the growth in online-only retailers because both channels are biased to branded merchandise (particularly premium/luxury labels) which makes it easier for shoppers to compare prices. Where price is a major factor then people are more likely to choose the pure player over ...

Managing Your Health - US

“How people manage their personal health is rapidly changing, due to advances in technology, a proactive mentality on the part of consumers, and a wide range of sources where people can get professional treatment.”

– **Emily Krol, Health and Wellness Analyst**