

September 2013

Vitamins and Supplements - UK

“Although the market has seen growth in value in 2012 driven by special offers and promotions, people are not experimenting and special offers may be hindering overall growth in the category. Different approaches in special offers, for example bundling discounted vitamins with products in other categories, could encourage experimentation. Legislative ...

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

“Despite the increasing availability of permanent hair removal devices for use in the home, the high initial cost is still off-putting for most consumers. The convenience, flexibility and price of razors is already of high appeal to both men and women alike, although advances in lubricating strips and moisture bars ...

August 2013

Sexual Health - UK

“As women take more control of their contraception, there is much the market can do to better target this demographic. Women are better informed about the dangers of unprotected sex, and are more likely to use condoms at the beginning of a relationship; however marketing is currently aimed more at ...

Men's and Women's Fragrances - UK

“Most consumers prefer to test fragrance before they buy, resulting in sales from bricks and mortar stores eclipsing online retail for fragrances. However, encouraging more buyers to venture online could result in boosted sales for completely new or niche perfumes. Innovative and dynamic communication should therefore be a key area ...

July 2013

Colour Cosmetics - UK

“Consumers are continually looking for ways to save time. Growth opportunities for colour cosmetics products lie in creating products which are quicker and easier to use to appeal to modern women.”