

January 2011

Toothbrushes - Europe

Toothbrushes are the workhorses of the cosmetics market – everyday staples that consumers often view as boring necessities. This attitude has created a highly commoditised category characterised by a constant round of price cuts and multi buy offers for manual toothbrushes, and frequent special offers for their electric and disposable ...

Paper Products - Europe

Never mind any crisis, this is a market that grows steadily in affluent countries and rapidly in the poorer European countries. Convenience is often the main driver for growth, but pampering and wellness attributes are increasingly introduced as suppliers seek to stem a descent into banalisation. The market also received ...

Toothpaste and Mouthwash - Europe

In contrast to the stagnant toothbrush market (see Mintel's *Toothbrushes – Europe, December 2010*), toothpaste and mouthwash had a happier time in 2010. Mouthwash put on ground rapidly across Europe, while toothpaste too has its bright spots.

Vitamins and Supplements - Europe

As consumers across Europe have become increasingly aware of the benefits of a healthy diet, the demand for healthy food as well as vitamins and dietary supplements has risen over the last two decades. The emergence of a body of medical evidence linking diet to physical health has also encouraged ...

December 2010

Dishwashing Products - Europe

With a value of some €685 million in 2010, France is Europe's largest market for dishwashing products, thanks partly to a relatively high share taken by

Hard Surface Care - Europe

This is an essential and steady market, one where some segments can even expand better in times of recession, as consumers spend more time and money in the house, and less going out or on holiday. A growing DIY attitude towards the home may also swell sales, e.g. of ...

Air Care - Europe

If only because of the proliferation of fragrance in many household chemical markets, shoppers doing their everyday rounds in food/drug channels are ever more fragrance aware. Air freshener sales are thus strong and still growing, especially in the central European nations. The products do well when money is short ...

Natural and Organic Personal Care - Europe

The European natural and organic personal care market has been one of the most dynamic areas of the beauty industry, inspiring a wealth of media coverage and, seemingly, unstoppable consumer interest. However, good intentions have not necessarily translated into sales, and the market remains niche – and a relatively small ...

Babies' and Children's Personal Care - Europe

Supported by active new product development and sustained value growth, the UK baby care market remains the largest of the 'Big 5', equalling some £375 million (or €447 million) in 2010. Recent European product innovation has generally focused on baby care for sensitive skin and botanical/herbal products, with parents ...

Household Fresheners - UK

Household fresheners are enjoying a period of rapid innovation, with new fragrances, new formats and new participants in the overall market. Fresheners have

Household and Personal Care - International

dishwasher products that carry elevated average unit prices compared to hand dishwashing products.

moved on from being a functional product designed to cover unpleasant smells, into being a more integral part of improving the general ambience of the home. This ...

Home Theater Hardware - US

Despite recession-driven cutbacks in spending, the market for home theater hardware has continued to grow, thanks to game-changing technologies that vastly improve the home viewing experience. However, hardware sales face increasing competition from alternative content sources. Furthermore, evolving means of content distribution threaten to make some types of hardware redundant.

Beauty Online - UK

Beauty is a small, yet rapidly developing online market. It has more than doubled in size between 2005 and 2010 to an estimated value of £420 million and experienced a hike in the number of shoppers in first quarter of 2010.

Children's Personal Care - US

The economic downturn has impacted sales in a variety of categories and children's personal care (CPC) is among them. While parents are as frugal as ever, it is also evident that there are significant opportunities for companies that focus their product development and marketing efforts on key segments of the ...

Heart Disease - US

Some 81 million Americans (34% of the population) have some type of cardiovascular disease, and this number will likely increase in the coming years. However, only a minority of those with heart health issues take preventive measures to manage their disease. This gap will create an opportunity for companies to ...

Refrigerators, Freezers and Dishwashers - US

The market for refrigerators, freezers and dishwashers has seen inflation-adjusted sales fall 4.2% from 2008-2010 as the collapse of the housing market, low consumer confidence and the stagnant renovation market have driven down demand. In 2010, the government Cash for Appliances program did however boost demand for energy-efficient appliances ...

November 2010

OTC Pediatrics - US

With the exception of a sales boost in 2009 motivated by the H1N1 flu pandemic, the children's over-the-counter (OTC) remedy market has suffered over the last three years from negative publicity resulting from a steady stream of events, including multiple recalls, a plant closing, and an ongoing inquiry into the ...

Food Retailing - Europe

This report series covers the 19 leading economies of Western Europe. In total these countries account for around 98% of all European retail sales, excluding Russia. The remaining ten countries are either too small (eg Luxembourg) or are not sufficiently well developed to warrant detailed coverage (eg Romania and Bulgaria ...

Sleep Aids - US

Dieting and Weight Control Foods - UK

Household and Personal Care - International

This report explores the market for non-prescription, over-the-counter (OTC) sleep aids. Many Americans have trouble falling asleep or staying asleep. Despite their sleep troubles, however, most Americans have not tried a prescription, OTC or homeopathic sleep aid.

- Low fat/calorie foods with added health benefits would appeal to the over 45 year olds who form the core of the weight control foods market. These consumers are more likely to be looking to change their diet to improve their health.
- As men are more likely to agree that ...

Toilet Care - Europe

Toilet care is a major household cleaning sector, but growth in the more developed European markets is slow. Consumers have less time to clean and less cash to spend on cleaning products. The major current trend is towards more sustainability: 'chemical' cleaning products are widely perceived as bad for the ...

Air Fresheners - US

Sales of air fresheners are on the decline, and Mintel finds that this downward trend is not solely the result of the economic downturn. Air care products outside of the freshener market are becoming increasingly competitive, in addition to widespread negative perceptions among consumers about the product category. This report ...

Dishwashing Detergents - UK

The market for dishwashing products includes two main kinds of products: detergents for hand dishwashing; and detergents for automatic dishwashers. Over 2005-10 the total market grew by 24% to reach £460 million. Market growth has been driven by new product development and premiumisation in dishwashing detergents, particularly dishwasher tablets. As ...

Fruit Juice and Juice Drinks - UK

The fruit juice and juice drinks market is valued at £3.1 billion in 2009 and, while both volumes and values have grown in recent years, the category has been hit by consumers trading down and a reduction in investment in both advertising and innovation. The juice drinks sub-sector has ...

Men's Grooming - Europe

The €5bn market for dedicated male grooming products has achieved a great deal in a relatively short time. The industry's greatest achievement, arguably, has been to convince younger men that they need their own C&Ts; and that it is now permissible – even stylish – to take an interest in ...

OTC Internal Analgesics - US

Growth in the OTC analgesic market has been stunted, as consumers feel the effects of both the difficult economy and a slew of product recalls in the sector. Branded products face an unprecedented challenge from private label manufacturers. Future growth prospects will depend on the ability of marketers to reignite ...

October 2010

Household Cleaning Products - UK

This report assesses the market for products used for cleaning and polishing in a domestic context.

Children's Sports Activities - UK

This report charts changing patterns of children's participation in sports activities and assesses the attitudes towards sport of both young people and their parents to identify how sports providers, brands and retailers can encourage more children to play more sport, more often. In so doing, it examines the hypothesis that ...

Pest Control - Europe

Organic Food - UK

Household and Personal Care - International

In terms of product penetration, key European pest control markets have seen very little change in recent years. However, when it comes to product innovation, suppliers have developed increasingly sophisticated insecticides, rodenticides and anti-dust mite treatments. The range of product formats has been expanded from the traditional aerosol sprays, powders ...

Budget Shopper - US

The official announcement that the recession came to an end in June 2009 seems out of sync with the reality of most Americans still feeling the effects of the downturn. Reflecting an enduringly recessionary mindset, a majority of consumers continue to say that they are budgeting their money more than ...

Household Paper Products - US

The \$13.6 million household paper market, including toilet paper, paper towels, tissues, napkins and towelettes, has seen sales drop in 2009 and 2010 as consumers seek to further economize, and dollar sales erode through private label competition in a mature market. This report analyzes these and other trends seen ...

This report covers the UK retail market for organic food produced according to organic principles and standards. This includes fruit and vegetables, meat and poultry, dairy products, fish and seafood, eggs, prepared foods and groceries, cereal products, baby and toddler foods and infant formula. It includes organic foods that are ...

Food Allergies and Intolerance - US

To understand the market impact of food allergies and intolerances, Mintel explores sales of food and drink products specifically marketed as “free-from” or without certain common allergens. Despite the negative economic pressures brought about by the recession, the free-from category has proven to be a bright spot, with dairy/lactose-free ...